2) Copies of any notes or internal briefing materials prepared for the announcement of 'The BP Exhibition: I Am Ashurbanipal, king of the world, king of Assyria' on the 19th June 2018. This should include any associated correspondence where any such notes or remarks are discussed.

From: [redacted]
Sent: 15 June 2018 10:22
To: [redacted]
Cc: [redacted]
Subject: Re: Peter Mather Ashurbanipal remarks 120618

That's good
Thanks [redacted]
All makes sense

Thanks
[redacted]

Get Outlook for Android

From: [redacted]
Sent: Friday, June 15, 2018 9:15:20 AM
To: [redacted]
Cc: [redacted]
Subject: RE: Peter Mather Ashurbanipal remarks 120618

Hi [redacted]

It's the third para I've changed to
"I am Ashurbanipal: king of the world, king of Assyria" is a compelling and rather extraordinary story, and yet largely unknown and untold, of a king, his people and his empire..

The "largely unknown and untold" has moved to the middle of the sentence so it refers to the "story", rather than the "empire"

Hope helpful,
[redacted]

From: [redacted]
Sent: 15 June 2018 08:14
To: [redacted]
Cc: [redacted]
Subject: Re: Peter Mather Ashurbanipal remarks 120618

Dear [redacted]
I'm working remotely this morning and cant see the change on my remote access
Can you flag what the change is?
[redacted] you might need to share this with [redacted] once I can review it as I'm not sure my computer is going to be help me here!
Thanks

[redacted]

From: [redacted]
Sent: 14 June 2018 17:26:26
To: [redacted]
Cc: [redacted]
Subject: RE: Peter Mather Ashurbanipal remarks 120618

Dear [redacted]

I've made one amendment to [redacted] revised version.

All best.
[redacted]

From: [redacted]
Sent: 14 June 2018 16:24
To: [redacted]
Cc: [redacted]
Subject: RE: Peter Mather Ashurbanipal remarks 120618

This is great [redacted]
Can I check if there are any other comments as BP are making changes themselves.....

From: [redacted]
Sent: 14 June 2018 14:29
To: [redacted]
Cc: [redacted]
Subject: RE: Peter Mather Ashurbanipal remarks 120618

Dear all,
Please find attached a reviewed version of the speech notes.
The part about being savage like the Vikings is not very appropriate, so I have just edited it out, and added another phrase about Ashurbanipal and his legacy.

Best wishes,

[redacted]

[redacted]
Project curator: Ashurbanipal Exhibition
Middle East Department

The British Museum
Great Russell St, London WC1B 3DG
T +44 (0) [redacted]
M [redacted]

The security classification for this message is OFFICIAL

From: [redacted]
Sent: 14 June 2018 12:47
To: [redacted]
Cc: [redacted]
Subject: Peter Mather Ashurbanipal remarks 120618

Dear all

I've just had the speech notes from BP for the press launch on Tuesday
Please can you review and fact check
IN particular there seems to be a slight error re how the objects have been conserved as I doubt there is a permafrost in Iraq....
So I might need your help in rephrasing

If you could send through your comments in tracked changes by close of play today I would be immensely grateful

Many thanks

[redacted]

[redacted]

From: [redacted]
Sent: 13 June 2018 13:44
To: [redacted] [redacted]
Cc: [redacted]
Subject: Fw: Q+A
Attachments: Q and A development.docx

Hi [redacted]
Cc'ing [redacted] so she can review the Q&A and come back on whether they should be included
If they do it will only be a short sentence or two on why they are supporting this exhibition - [redacted] can you have a chat with [redacted] to ask if they want to be included?

Be good to see the draft presentation (but for our review only - not sponsors) but assume you have the approved VI front slide in place?
RSVPs would be great for Thursday and then on Monday too as BP will be interested to know who is coming

Please can you also share the Director's briefing so that I can just check the sponsor thanks

That should be it - we are still waiting for the speech notes from BP but I will share with [redacted] in your absence so I'm sure all fine.

IS [redacted] best point of contact in your absence?

Thanks

[redacted]

From: [redacted]
Sent: 13 June 2018 13:38
To: [redacted]
Subject: RE: Q+A

Hi [redacted]

Current Q and A attached.

This should give the sponsors a good idea of what may be asked. Do IAG require any Q and A content from them to be included? We would of course pass all direct queries over to them via [redacted]

I have a draft of the presentation to send over, but this still requires final edits from [redacted] on Monday. [redacted] will send a list of RSVPs to you for close of play Thursday and we'll chase arts correspondents on Monday. I can also share the director's briefing with you so you can check speech notes. Is there anything else urgently pending?

As an FYI I am out of the office tomorrow and Friday but still on call for all things Ashurbanipal.

[redacted]

From: [redacted]
Sent: 13 June 2018 13:31
To: [redacted]
Subject: Q+A

Hi [redacted]
Is the q+a ready yet?
Thanks
[redacted]

Get Outlook for Android

[redacted]

From: [redacted]
Sent: 12 June 2018 09:46
To: [redacted]
Cc: [redacted]
Subject: RE:
Attachments: Briefing Notes for Ashurbanipal Press Launch 19.06.18.pptx

Dear [redacted]
Here [redacted] the full briefing notes as they stand at the moment however if Sir Richard attends the VIP coffee these are the elements that are relevant to him:

08:05 Sir Richard Lambert and Dr Hartwig Fischer ready in the Director's office to greet H.E. Dr. Salih Husain Ali, Wael Alrobaaie (Director of the Legal Section), Peter Mather (Group Regional President, Europe and Head of Country, UK, BP) , Des Violaris (Director of UK Arts & Culture & Paralympics, BP) and Michael Denison (Group Political Advisor)
08:15 BP guests met by member of the Corporate Relations team and escorted to Director's entrance where met by [redacted] and escorted to Director's office
H.E. Dr. Salih Husain Ali and Wael Alrobaaie (Director of the Legal Section) are met by Jonathan Tubb on the Museum front steps and escorted to the Director's office
08:30 Guests arrive at main entrance and head to Room 23 (Greek & Roman sculpture) for refreshments
08:45 Dr Hartwig Fischer, Sir Richard Lambert, H.E. Dr. Salih Husain Ali, Peter Mather, Des Violaris and Michael Denison escorted to Room 23 by [redacted] and Jonathan Tubb

Sir Richard can leave the party at 8:45 as we make our way to the main press launch. So please do let us know if Sir Richard is able to attend this bit.

Many thanks

[redacted]

From: [redacted]
Sent: 12 June 2018 09:41
To: [redacted]
Cc: [redacted]
Subject: RE:

Dear [redacted]

May I possibly check with Richard and get back to you on this? We will then know with certainty. May I ask who will the coffee be with?

Kind regards,

[redacted]
Directorate
The British Museum
Telephone: (UK +44) [redacted]

From: [redacted]
Sent: 12 June 2018 09:39
To: [redacted]

Cc: [redacted]
Subject: RE:

Thanks [redacted] and apologies as I wasn't aware
Can I check if Richard is going to do the VIP coffee from 8:15 – 8:45 as if this is also not 100% I will remove him from this element of the briefing notes as we have been briefing BP that he would be there
Thanks
[redacted]

From: [redacted]
Sent: 12 June 2018 09:31
To: [redacted]
Subject: RE:

Dear [redacted]

Many thanks for your email.

As explained to [redacted] Richard has a board day on that day so he might not be able to make it to the launch but please do send briefing notes in case he might be able to attend the first part of the launch...

Many thanks.

Kind regards,

[redacted]
Directorate
The British Museum
Telephone: [redacted]

From: [redacted]
Sent: 11 June 2018 16:53
To: [redacted]
Subject:

Hi [redacted]
Would you mind if I double checked that Sir Richard is attending the Ashurbanipal press launch next Tuesday and the VIP coffee in advance?
If so it might be useful if the briefing notes for Dr Fischer are given to Sir Richard as this should have all the information he needs

Many thanks

[redacted]

[redacted]
Head of Corporate Relations

Development
T. +44 ([redacted]

The British Museum
Great Russell Street, London, WC1B 3DG
Britishmuseum.org

The security classification for this message is SENSITIVE

From: [redacted]
Sent: 12 June 2018 15:05
To: [redacted]
Cc: [redacted]
Subject: RE:

Thanks for confirming [redacted]

[redacted] – looks like that's 8 for the VIP coffee now!

From: [redacted]
Sent: 12 June 2018 15:03
To: [redacted]
Cc: [redacted]
Subject: RE:

Dear [redacted]

Richard confirmed that he won't be able to attend the VIP coffee and the launch. I hope this doesn't cause oyu too much trouble.

Kind regards,

[redacted]
Directorate
The British Museum
Telephone: (UK +44) [redacted]

From: [redacted]
Sent: 12 June 2018 09:46
To: [redacted]
Cc: [redacted]
Subject: RE:

Dear [redacted]
Here are the full briefing notes as they stand at the moment however if Sir Richard attends the VIP coffee these are the elements that are relevant to him:

08:05 Sir Richard Lambert and Dr Hartwig Fischer ready in the Director's office to greet H.E. Dr. Salih Husain Ali, Wael Alrobaaie (Director of the Legal Section), Peter Mather (Group Regional President, Europe and Head of Country, UK, BP) , Des Violaris (Director of UK Arts & Culture & Paralympics, BP) and Michael Denison (Group Political Advisor)
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08:45 Dr Hartwig Fischer, Sir Richard Lambert, H.E. Dr. Salih Husain Ali, Peter Mather, Des Violaris and Michael Denison escorted to Room 23 by [redacted] and Jonathan Tubb

Sir Richard can leave the party at 8:45 as we make our way to the main press launch. So please do let us know if Sir Richard is able to attend this bit.

From: [redacted]
Sent: Monday, June 11, 2018 12:32 PM
To: [redacted] < [redacted] [redacted] < [redacted]
Cc: [redacted] < [redacted] [redacted] [redacted]
[redacted]
Subject: RE: Social media plan- Ashurbanipal press launch

Thanks [redacted] any sight of this yet? Would be good to have it today if possible as we are looking to brief BP on everything press launch-related by tomorrow.

Best
[redacted]

From: [redacted]
Sent: 07 June 2018 11:15
To: [redacted] [redacted]
Cc: [redacted] [redacted]
Subject: RE: Social media plan- Ashurbanipal press launch

Hi [redacted]

That's all fine – we have this drafted and [redacted] has approved.

I think we are just waiting on a quote from Hartwig to thank BP.

[redacted] is also working on the email which will go out on the day of the launch. I need to review this but will get this over to you asap.

On the blogs, one is pretty much complete so I can send this to you today for you to send over with the other launch content. The other one is still in draft form. I will try to get this to you by the beginning of next week.

[redacted] is working on the webpages and will get these to you next week.

[redacted]

[redacted]
Senior Marketing Manager: Campaigns

Marketing
T (UK +44) [redacted]
[redacted]

The British Museum
Great Russell Street, London WC1B 3DG
britishmuseum.org

From: [redacted]
Sent: 14 June 2018 16:24
To: [redacted]
Cc: [redacted]
Subject: RE: Peter Mather Ashurbanipal remarks 120618

This is great [redacted]
Can I check if there are any other comments as BP are making changes themselves.....

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Sent: 14 June 2018 14:29
To: [redacted]
Cc: [redacted]
Subject: RE: Peter Mather Ashurbanipal remarks 120618

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The part about being savage like the Vikings is not very appropriate, so I have just edited it out, and added another phrase about Ashurbanipal and his legacy.

Best wishes,

[redacted]

[redacted]
Project curator: Ashurbanipal Exhibition
Middle East Department

The British Museum
Great Russell St, London WC1B 3DG
T +44 (0) [redacted]
M [redacted]

The security classification for this message is OFFICIAL

From: [redacted]
Sent: 14 June 2018 12:47
To: [redacted]
Cc: [redacted]
Subject: Peter Mather Ashurbanipal remarks 120618

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So I might need your help in rephrasing

If you could send through your comments in tracked changes by close of play today I would be immensely grateful

Many thanks

[redacted]

The British Museum

The BP exh

I am Ashur

king of the

king of Ass

Press launc

Tuesday 19 June

Exhibition background

This autumn, discover the world of ancient Assyria through the life and legacy of its last great Ashurbanipal. The BP exhibition *I am Ashurbanipal: king of the world, king of Assyria* will trar back to ancient Iraq in the 7th century BC, when Ashurbanipal became the most powerful pe From his capital at Nineveh, he ruled a vast and diverse empire, shaping the lives of peoples shores of the eastern Mediterranean to the mountains of western Iran.

How did one man negotiate family politics, the pressures of kingship, and the will of the gods Ashurbanipal, proud of his scholarship, assembled the greatest library in existence during his Guided by this arsenal of knowledge, he defined the course of the empire and boldly asserte be 'King of the World, king of Assyria'.

The exhibition will explore Ashurbanipal's preparation for kingship and his responsibilities as crown prince, Ashurbanipal underwent training in royal etiquette, mastered important military was instructed in the traditional scholarship of Mesopotamia. The young crown prince was ta chariots, ride cavalry horses, and developed skills such as archery. Ashurbanipal's prowess warrior is recorded on a series of vividly carved reliefs in the British Museum's collection that royal lion hunt. Lion hunts were drama-filled public spectacles staged within the hunting grou Nineveh.

Over 200 extraordinary objects excavated from all corners of the empire reveal how one of th Assyrian monarchs stamped an indelible mark on the history of the world. The British Museu renowned collection of Assyrian treasures will be complemented by key loans from across th These include unique artworks from the collections of the History Museum of Armenia, Yerev National Museum of Iran, Tehran ; the Musée du Louvre, Paris; the Vorderasiatisches Museu the State Hermitage Museum, St Petersburg; the Museo Gregoriano Etrusco, Musei Vaticani City; and the Cyprus Museum, Nicosia. Many of these extraordinary objects have not been e the UK before.

Massive stone sculptures, intricately carved reliefs, painted glazed bricks and rare wall painti the splendour of the cities and palaces. Delicately carved ivories, extravagant metalwork, cos vessels and gold ornaments show how the elites lived in splendour. Luxury goods travelled a empire to distant lands beyond its borders. The trade and consumption of eastern luxuries w influence the art of Greece and Italy, Ornate chariot fittings and elaborate weaponry reveal h an age of conflict, as rival kings fought for power and glory.

Event background

This is the first opportunity to present the BP exhibition *I am Ashurbanipal: king of the world, king of Assyria*. The invite list includes arts and heritage correspondents from local, national and trade media, editors and writers from long lead publications and broadcast media as well as representatives from the exhibition sponsors and the Iraq embassy.

The event will include an introduction from the Director, Hartwig Fischer, a short speech by BP, a short speech by the Iraq Ambassador and a ten minute overview of the exhibition by the exhibition curator. There will also be objects on display for the event that will feature in the exhibition.

The British Museum social media team will cover the event across their channels, particularly Twitter and Facebook.

The exhibition is sponsored by BP
The logistics partner is IAG Cargo

Address and Speech Notes

Order of Speeches:

- Welcome Speech: Dr Hartwig Fischer, Director of the British Museum
- Peter Mather, Group Regional President, Europe and Head of Country, UI BP
- H.E. Dr. Salih Husain Ali, Ambassador Extraordinary & Plenipotentiary for The Embassy of The Republic Of Iraq
- Gareth Brereton, Curator: Ancient Mesopotamia

Speech Notes:
To be provided by the Press office

Practicalities:
A lectern and PA system will be provided for the speakers. Seats for speake will be reserved in the front row.

Number of guests and timings

Number of guests
Approximately 40

Timings & Location(s)

08:05 All guest areas ready
Sir Richard Lambert and Dr Hartwig Fischer ready in the Director's office to greet H.E
Alrobaaie (Director of the Legal Section), Peter Mather (Group Regional President, Eu
UK, BP) , Des Violaris (Director of UK Arts & Culture & Paralympics, BP) and Michael
Advisor)

08:15 BP guests met by member of the Corporate Relations team and escorted to Director's
[redacted] and escorted to Director's office

H.E. Dr. Salih Husain Ali and Wael Alrobaaie (Director of the Legal Section) are met b
Museum front steps and escorted to the Director's office

08:30 Guests arrive at main entrance and head to Room 23 (Greek & Roman sculpture) for

08:45 Dr Hartwig Fischer, Sir Richard Lambert, H.E. Dr. Salih Husain Ali, Peter Mather, Des
Denison escorted to Room 23 by [redacted] and Jonathan Tubb

08:55 Guests invited to sit

09:00 Speeches and Presentations in Room 23:

- Hartwig Fischer – Welcome (2-3 mins)
- Peter Mather, BP – (2 mins)
- H.E. Dr. Salih Husain Ali Al-Tamimi (2-3 mins)
- Gareth Brereton – Speech and Presentation (10 mins)

09:20 Speeches end. Press questions to be answered on a one to one basis. Curators to tak
(Assyria: Lion hunts, Siege of Lachisch and Khorsabad) to see Assyrian lion hunt scul

09:30 Individual press interviews

10:00 Event concludes

Display Details

Room 10 (Assyria: Lion hunts, Siege of Lachisch and Khorsabad) will be open to press for viewing following the speeches.

Lead objects

Gypsum wall-panel relief: the lion itself is squatting on its haunches, facing right. It has been mortally wounded by an arrow that has penetrated deep into its chest from above the shoulder.

Red sandstone stela of Ashurbanipal: showing Ashurbanipal carrying a ritual basket of earth on his head for rebuilding of E-Zida. Inscribed

Stone stela of Ashurbanipal: the king is shown with a ritual basket of earth on his head as royal builder for the accession of Shamash-shum-ukin and the restoration of Esagila in Babylon.

Copper alloy lion weight; handle lost; inscription.

Display Details Cont.

Ivory plaque of lioness mauling a man

Copper alloy bowl

Copper alloy figurine of a winged, human-headed bull, with palmette attachment.

BP and the British Museum

BP is one of the British Museum's longest standing corporate partners, generously suppo public programme on an annual basis since 1996. This longstanding partnership has allo million visitors to view BP supported British Museum exhibitions, displays and activities in further afield.

For 22 years BP has supported numerous special exhibitions as title sponsor, most recen *Scythians: warriors of ancient Siberia* in 2017 and *Sunken cities: Egypt's lost worlds* in 20 have supported *Indigenous Australia: enduring civilisation*, *Ming: 50 years that changed C life and legend*.

In addition, BP has supported special public events at the British Museum such as Chines the Mexican Day of the Dead (2009), and most recently the *Days of the Dead Festival 20* and in association with the Government of Mexico as part of the 2015: Year of Mexico in t event attracted 80,000 visitors between 30 October – 2 November.

In 2000 BP funded the BP Lecture Theatre as part of the Great Court development at the This is an invaluable resource for the Museum's education and public programme as well additional revenue through conference hire. In 2017 over 55,000 members of the public w Museum-run events and activities in the BP Lecture Theatre - allowing school groups, loc national and international visitors to engage more deeply with the Museum's programme

BP also supports the Museum in its national and international work. *China: Journey to the* BP, was the largest exhibition of ancient Chinese material to be seen outside London. Sh museums and galleries between 2009 – 2012 it has been the most popular British Museu exhibition to date, with over 450,000 visitors. *Made in China: an imperial Ming vase*, the m supported UK touring exhibition, went to Glasgow, Sheffield, Bristol and Basingstoke in 2 over 121,000 people the opportunity to see this priceless piece in displays across the UK. 2012 for *Mummy: The Inside Story* in Mumbai, BP also enabled the British Museum to tou India for the first time. Such activities feed into the Museum's organisational commitment of over 8 million objects with a worldwide audience.

The next exhibition BP-sponsored exhibition will be the BP exhibition *I am Ashurbanipal k of Assyria*. This will be announced to the public at the press launch of 19 June 2018.

[redacted]

From: [redacted]
Sent: 18 June 2018 12:44
To: [redacted]

Please can you share with me the final version of the BP speech notes
I'm not sure which was the final version in the end and want to ensure we have the right version

Thanks

[redacted]

[redacted]
Head of Corporate Relations

Development
T. +44 (0)20 [redacted]

The British Museum
Great Russell Street, London, WC1B 3DG
Britishmuseum.org

The security classification for this message is SENSITIVE

Briefing: Press launch for the BP exhibition *I am Ashurbanipal: king of the world, king of Assyria*

Date: Tuesday 19 June 2018

Location: Gallery 23 and Gallery 10

Time: 08.15 – 10.00

Background:

The BP exhibition *I am Ashurbanipal: king of the world, king of Assyria* will be launched at a breakfast event at the British Museum on Tuesday 19 June 2018, hosted in Gallery 23 and Gallery 10. The invite list will include arts and heritage correspondents from local, national and international media as well as editors and writers from long lead publications. The event will include an introduction from Dr Hartwig Fischer, a short speech by Peter Mather, BP, a speech by His Excellency Dr. Salih Husain Ali, and a ten minute overview of the exhibition by the Curator, Gareth Brereton.

Members of the British Museum's Iraq Scheme will also be on hand to answer questions from the media relating directly to the Iraq Scheme. The press team and curatorial team will be on hand to network and answer questions. The British Museum social media team will cover the event across their channels, particularly Twitter and Facebook.

Objectives:

- To raise awareness to the press about the forthcoming exhibition and the key communication messages.
- Generate immediate news coverage as well as target long lead journalists and arts editors to allow for strategic forward planning in advance of the exhibition opening.
- To announce the sponsor, logistics partner, tickets on sale and start the social media campaign.

Timings:

Pre-meet

08:05 Dr Hartwig Fischer to be ready in the Director's office

08:15 H.E. Dr. Salih Husain Ali and Wael Alrobaaie met by Jonathan Tubb on the Museum front steps and escort to Director's office.

Peter Mather, Michael Denison, Des Violaris from BP met by [redacted] and escorted to Director's office.

Press Event

08:30	Journalists and guests arrive at main entrance and head to the Enlightenment Gallery for refreshments
08:45	Dr Hartwig Fischer, Jonathan Tubb, H.E Dr. Salih Husain Ali, Wael Alrobaaie and Peter Mater, Michael Denison, Des Violaris from BP escorted to Room 23 by [redacted]
08:55	Guests invited to take their seats
09:00	Speeches and Presentations in the Enlightenment Gallery:

- Hartwig Fischer – Welcome (2-3mins)
- Peter Mather, BP – Speech (2 mins)
- H.E. Dr. Salih Husain Ali (2-3 minutes)
- Gareth Brereton– Speech and Presentation (10mins)

09:20	**Thank speakers and instead of a formal Q and A, questions will be directed to individuals on a one to one basis**
09:30	Informal one to one discussions with the curators, managed by the press team
10:00	Event concludes

Speech notes: (2 - 3 minutes)

- Good morning, I am Dr Hartwig Fischer, director of the British Museum.
- It is a great pleasure to have you here today to launch the British Museum's major autumn show the BP exhibition *I am Ashurbanipal: king of the world, king of Assyria*
- This morning, we want to introduce you to Ashurbanipal, the last great king of the ancient Assyrian empire. From his capital at Nineveh, he ruled a vast and diverse empire, from the eastern Mediterranean to western Iran.
- This will be the first ever major exhibition in the world to explore the life of Ashurbanipal in such depth - through narratives recorded on palace sculptures, the hundreds of cuneiform texts that survive from his library, and from the objects discovered by archaeologists.
- As the British Museum is well-known for doing now, this exhibition will bring to life an ancient world and bring the story right up to the present day with objects from our own collection and loans from generous museums across the globe.

- Our visitors trust us to teach them about the ancient world, but we also have a responsibility to reflect upon what that means for the world today.

- As present day Iraq looks to recover the history of damaged sites at Nineveh and Nimrud, this exhibition allows us to appreciate and relive the great achievements of an ancient world and celebrate its legacy.

- Many of the objects featured in the exhibition come from sites in Iraq such as Nineveh and Nimrud that have been partially destroyed by IS, Islamic State.

- The final section of the exhibition will showcase the work of the Museum's 'Iraq Scheme', where with the support of the UK government, and the Iraq State Board of Antiquities and Heritage, we are by training 50 Iraqi archaeologists in emergency heritage management.

- A number of the objects in the exhibition are loans coming to the UK for the first time and we are grateful to our logistics partner IAG Cargo for their help in moving these precious items

- Finally, I would like to thank BP for their long-term commitment to supporting the British Museum and in particular our special exhibition programme. It is only through support like this that we are able to present exhibitions of this scale and ambition to our national and international visitors.

- It gives me great pleasure to introduce Peter Mather, Group Regional President, Europe and Head of Country, UK, BP

-

After Peter Mather, BP, please introduce H.E. Dr. Salih Husain Ali.

After H.E. Dr. Salih Husain Ali, please introduce Gareth Brereton, exhibition curator

After Gareth Brereton has finished speaking please tell the audience that concludes the formal presentations and they are welcome to come up and ask any questions. NB no questions from the floor.

[The press team will be on hand to facilitate questions for the director, Gareth Brereton, Carine Harmand and Jonathan Tubb]

The British Museum

Q and A

When will this exhibition be on?

8 November 2018 to 24 February 2019.

How many objects will be shown in this exhibition?

There will be around 200 objects on display. The British Museum's collection of Assyrian treasures will be complemented by key loans. These include unique objects and artworks from the collections of the History Museum of Armenia, Yerevan; the National Museum of Iran, Tehran; the Musée du Louvre, Paris; the Vorderasiatisches Museum, and Max Freiherr von Oppenheim-Stiftung, in Berlin; the State Hermitage Museum, St Petersburg; the Museo Gregoriano Etrusco, Musei Vaticani, Vatican City; and the Cyprus Museum, Nicosia. Many of these objects have never travelled to the UK before.

Is this exhibition a tour and if so where has it been or will be shown?
No, there are no plans to tour this exhibition at this stage.

What kind of objects are in the exhibition?

Massive stone sculptures, intricately carved reliefs, painted glazed bricks and rare wall paintings evoke the splendour of the cities and palaces. Delicately carved ivories, extravagant metalwork, cosmetic vessels and gold ornaments show how the elites lived in splendour. Ornate chariot fittings and elaborate weaponry reveal how this was an age of conflict, as rival kings fought for power and glory. Ashurbanipal's prowess as a warrior is recorded on a series of vividly carved reliefs in the British Museum's collection that depict the royal lion hunt.

What is the value of the objects in this exhibition?

This British Museum does not put a monetary value on any of the objects in its collection.

You are taking objects from the permanent collection where they are free and putting them into a charging show. How much will the galleries be denuded?

The exhibition will give us a chance to display and interpret these objects in a way which is not possible in the permanent displays currently. Bringing these objects from across the museum together in one space will allow us to tell a new story about the connections between these objects and the peoples who made them. It will also provide an opportunity for us to put different objects from the research collection on display.

Ivory

The British Museum collection includes many significant objects made from ivory from many different cultural traditions. They are integral parts of the collection, and play an indispensable part in the Museum's presentation of the history of human cultural achievement.

<u>If pushed:</u>

The British Museum support any efforts to protect elephants in Africa and Asia and to curb the illegal trade and export of ivory. We are also clear that any ban should not include antique ivory works of art. There is no public benefit in restricting the display

or movement of ivory works of art made before 1947 and legislation should not extend to cover actions carried out before that date. The existing CITES rules work well and enable museums to be able to display and share their collections with a global public.

How many visitors do you expect to receive?

The exhibition is a major one for the BM and we expect the show to be popular throughout its run.

Isn't the entry charge of £17.00 steep given some people's limited resources?

The ticket price is consistent with other major charging shows and of course we need to cover the costs of transporting the material and housing it in the best possible conditions. The British Museum stages exhibitions unlike any other museum or gallery with varied and large 3D loans and a complete exhibition 'build' for each show. A wide range of concessions is available and children under 16 go free. Members also receive free, non-timed entry as part of their membership benefits as well as special events and exclusive access to the Member's Room.

Sponsorship

What is the current status of your relationship with BP?

The Museum has signed a new contract with BP to support the special exhibition programme which will run from 2018 through to 2023

How much is the contract worth?

We do not discuss the figures involved in sponsorship support; this is commercially sensitive information.

What is the Museum's response to the increasing activism of groups like Art Not Oil?

The Museum respects the right to peaceful protest onsite at the Museum as long as there is no risk to the Museum's collection, visitors, staff or the building. BP sponsorship allows the Museum to plan its programming in advance and to bring world cultures to a global audience through hugely popular exhibitions and their associated public programmes. Over 4 million people have enjoyed an activity at the Museum supported by BP.

BP funding only accounts for 1% of the Museum's income– so why do you need it?

This shows a lack of understanding of the economic model of the Museum. The Museum's budget (grant in aid and generated income) goes towards conserving a collection of over 8 million objects and covering very high operating costs. Temporary exhibitions are expensive, they are only possible to undertake thanks to sponsor support.

General British Museum

The British Museum faces calls to return objects to their countries of origin, what is your response to this?

The British Museum tells the story of cultural achievement throughout the world, from the dawn of human history over two million years ago, until the present day. All the objects in the collection are a part of that story. The Museum is a unique resource for the world: the breadth and depth of its collection allows a world-wide public to re-examine cultural identities and explore the complex network of interconnected human cultures.

The Trustees lend extensively all over the world and, the Museum is the world's most generous lender of objects, by helping to show over 2,200 objects to 113 museums and galleries across the world, and loaned nearly 3,000 objects to 156 venues in the UK.

Would the Museum ever consider admission charges for the permanent collection?

The Museum has been free for all since it opened in 1759 and the Trustees and Director remain committed to free entry.

The Museum is the UK's leading visitor attraction, a huge draw for tourists from abroad and visitors from across the country. We strongly support the UK Government manifesto commitment to maintaining free admission in these difficult economic times.

What can Museums do in the light of recent atrocities, what part can they play in our world?

The role museums play is more important now than ever. Encyclopaedic museums across the world can show to visitors the interconnectivity of cultures, they can highlight our shared humanity as well as being a safe place to debate and think about contemporary questions within a historical context.

How do you respond to claims that the lion's share of funding goes to London Museums?

The Museum is grateful for the funding it receives from government but this accounts for only 40% of our costs, 60% of the Museum's budget is self-generated. We have hugely positive relationships with many partners across the UK and remain committed to sharing the collection as widely as possible for the benefit of the whole country. 9 million people across the UK saw a BM object at a partner museum last year.

[redacted]

From: [redacted]
Sent: 11 June 2018 17:28
To: [redacted]
Cc: [redacted] [redacted]
Subject: RE: Ashurbanipal_draft PR_DEVELOPMENT press launch
Attachments: Ashurbanipal_draft PR_FINAL.docx

Hi [redacted]

Happy with all those changes – clean version attached.

If it is possible, I would like to put Gareth's quote at the end of the text of the release before the sponsor mentions in grey, so it flows nicely. I am using that quote instead of a concluding paragraph as journalists will be more inclined to quote directly from the curator. At the moment the press release ends rather abruptly.

If this will cause issue with either supporter then please do leave it as amended in the attached, I was just keen to explain the format change for your info.

Best wishes,

[redacted]

[redacted]
Press and PR Manager

Communications
T (UK +44) [redacted]

The British Museum
Great Russell Street, London WC1B 3DG
Britishmuseum.org

The security classification for this message is OFFICIAL

From: [redacted]
Sent: 11 June 2018 17:17
To: [redacted]
Cc: [redacted] [redacted]
Subject: Ashurbanipal_draft PR_DEVELOPMENT press launch

Dear [redacted]
I've just been through the press release and spotted a few things – I've marked them in tracked changes
Would you mind confirming that you are happy with these changes before we send on to the sponsors for approval?

Many thanks

[redacted]

[redacted]

From: [redacted]
Sent: 11 June 2018 16:42
To: [redacted]
Cc: [redacted]
Subject: RE: Social media plan- Ashurbanipal press launch
Attachments: Ashurbanipal launch mobile.jpg

Hi [redacted]

Thanks for those. I've changed that tweet below, with 'show' instead of 'project' as I think that will be better understood.

As for the email, I'm afraid the templates are fixed and don't allow us to make any changes like this. It renders better on mobile which is what we design for – please see attached. We normally send across the desktop version as the preview is much higher-res.

Many thanks,
[redacted]

[redacted]
T (UK +44) [redacted]

The security classification for this message is OFFICIAL

From: [redacted]
Sent: Monday, June 11, 2018 4:30 PM
To: [redacted] < [redacted] [redacted] < [redacted]
Cc: [redacted] < [redacted] [redacted] [redacted]
[redacted]
Subject: RE: Social media plan- Ashurbanipal press launch

Hi [redacted]

Just a couple more changes here on that same tweet:

Director Hartwig Fischer: 'I am hugely thankful for @BP_plc's ~~continuing~~ long term commitment to ~~sponsoring projects at~~ supporting exhibitions at the British Museum. I would also like to express my gratitude to the project's logistics partner @IAG_Cargo'
[reply] ~~Some~~ Many of the objects in our #Ashurbanipal exhibition are loans coming to the UK for the first time, transported by logistics partner @IAG_Cargo [images of loan objects]

The BP exhibition 'I am Ashurbanipal: king of the world, king of Assyria' opens 8 November. Book your tickets now: [tickets] #Ashurbanipal [poster]

[redacted]

From: [redacted]
Sent: 11 June 2018 16:18
To: [redacted]; [redacted]
Cc: [redacted] [redacted]
Subject: RE: Social media plan- Ashurbanipal press launch

Hi [redacted]

Thanks for sending this through. A couple of notes:

Director's quote tweet- As IAG Cargo are now shipping loans from two institutions, we may want to explore changing that tweet to say 'some objects' rather than 'many'.

Launch email – could we have more space between the BP logo and the IAG Cargo attribution line if the template allows? It just reads a little like BP are the logistics partner.

Thanks,
[redacted]

From: [redacted]
Sent: 11 June 2018 16:04
To: [redacted] [redacted]
Cc: [redacted] [redacted]
Subject: RE: Social media plan- Ashurbanipal press launch

Hi [redacted]

Here is the social media (below) and email (attached) for launch next week. Do let me know if there are any amends.

Thanks very much,
[redacted]

Twitter

Monday 18
Teaser… [close up video]
Warrior. Scholar. Empire builder. King slayer. Lion hunter. Librarian.
Tomorrow we launch our next special exhibition about one of history's greatest forgotten kings…

Tuesday 19
'I am Ashurbanipal, great king, mighty king, king of the world, king of Assyria'
Come face to face with a man whose reign shaped the history of the ancient world – our major autumn exhibition #Ashurbanipal opens 8 November.
Book now: [tickets] [Lead image full]

King #Ashurbanipal of Assyria was the most powerful man on earth during his reign in the 7th century BC – he described himself in inscriptions as 'king of the world'. [tickets] [Stela of Ashurb]

For nearly 40 years #Ashurbanipal ruled Assyria, the largest empire the world had seen, which stretched over 1,000 miles from the shores of the eastern Mediterranean to the mountains of western Iran. [Layard watercolour with lake or map]

He ruled from a lavish palace 'without rival' in the city of Nineveh (now in northern Iraq). It was decorated with amazing reliefs and carvings – built to be 'an object of wonder for all the people' #Ashurbanipal [watercolour of inside]

#Ashurbanipal could read and write – unusual for an Assyrian king. He attempted to collect all the knowledge in the world by creating a vast library of cuneiform tablets [tickets] [Flood tablet]

The king wasn't just a scholar. #Ashurbanipal liked to boast about his victories in battle and proved himself to his people through shows of strength. Hunting lions represented the king's ability to protect his nation against the dangers of the world [tickets] [lion hunt relief]

Despite his long and successful reign, #Ashurbanipal's death is shrouded in mystery and the Assyrian empire fell soon after. His great city of Nineveh was destroyed in 612 BC and its ruins lost to history until the 19th century [tickets] [painting – Delacroix]

Our #Ashurbanipal exhibition steps into the king's fascinating world – uncover family feuds and power struggles, discover luxurious palaces and tour the world's largest empire. Get acquainted with king Ashurbanipal in our introductory blog post: [blog] [trio of images TBC]

Director Hartwig Fischer: 'I am hugely thankful for @BP_plc's long-term commitment to supporting exhibitions at the British Museum. I would also like to express my gratitude to the show's logistics partner @IAG_Cargo'
[reply] Many of the objects in our #Ashurbanipal exhibition are loans coming to the UK for the first time, transported by logistics partner @IAG_Cargo [images of loan objects]

The BP exhibition 'I am Ashurbanipal: king of the world, king of Assyria' opens 8 November. Book your tickets now: [tickets] #Ashurbanipal [poster]

Facebook & Linkedin – lead image

'I am Ashurbanipal, great king, mighty king, king of the world, king of Assyria'
King Ashurbanipal of Assyria was the most powerful man on earth during his reign in the 7th century BC.
For nearly 40 years he ruled the largest empire the world had seen, which stretched over 1,000 miles from the shores of the eastern Mediterranean to the mountains of western Iran. He created amazing palaces filled with reliefs and carvings that depicted his successes on the battlefield and in kingly pursuits like lion hunting. Ashurbanipal was far more than a warrior or warmonger – unusually for an Assyrian king he could read and write, and he created a vast library of cuneiform tablets in an attempt to gather all the knowledge in the world.
Get acquainted with this warrior, scholar and empire builder in our introductory blog post: [blog]
Come face to face with one of history's greatest forgotten kings in our major autumn exhibition. Book #Ashurbanipal tickets here: [tickets]
The BP exhibition 'I am Ashurbanipal: king of the world, king of Assyria' opens 8 November.
Supported by BP
Logistics partner IAG Cargo

Instagram

Lead image

'I am Ashurbanipal, great king, mighty king, king of the world, king of Assyria'
King #Ashurbanipal of Assyria was the most powerful man on earth during his reign in the 7th century BC.
For nearly 40 years he ruled the largest empire the world had seen, which stretched over 1,000 miles from the shores of the eastern Mediterranean to the mountains of western Iran. He created amazing palaces filled with reliefs and carvings that depicted his successes on the battlefield and in kingly pursuits like lion hunting. Ashurbanipal was far more than a warrior or warmonger – unusually for an Assyrian king he could read and write, and he created a vast library of cuneiform tablets in an attempt to gather all the knowledge in the world.
Come face to face with one of history's greatest forgotten kings in our major autumn exhibition. Book #Ashurbanipal tickets via the link in our bio.
The BP exhibition 'I am Ashurbanipal: king of the world, king of Assyria' opens 8 November.
Supported by BP
Logistics partner IAG Cargo
#BritishMuseum #Assyria #exhibition #AncientHistory #relief #carving

Watercolour

In the 7th century BC, Assyrian king #Ashurbanipal ruled from a lavish palace 'without rival' in the city of Nineveh (now in northern Iraq). It was decorated with amazing reliefs and carvings – built to be 'an object of wonder for all the people'. The artworks that adorned the walls of these spaces recounted famous Assyrian victories, boasted of the king's strength and power, and depicted verdant gardens owned by the royal family. This 19th-century watercolour shows how the interiors might have looked.
Uncover family feuds and power struggles, discover luxurious palaces and tour the world's largest empire in our major autumn exhibition – find out more and book tickets via the link in our bio.
Supported by BP
Logistics partner IAG Cargo
#BritishMuseum #Assyria #palace #palaces #king #Nineveh #luxury #history #Iraq #exhibition #AncientHistory #relief #carving

Lion hunt

In ancient Assyria, kings could prove their strength to their people by hunting lions. Although this may be shocking to modern eyes, killing lions represented the king's ability to protect his nation against the dangers of the world. King Ashurbanipal commissioned a series of relief carvings for his palace showing himself hunting lions – even strangling them with his bare hands! Although gruesome in places, these sublimely carved reliefs are some of the most famous examples of Assyrian art. Discover the world of #Ashurbanipal and see incredible ancient artworks in our autumn exhibition – book tickets via the link in our bio.
Supported by BP
Logistics partner IAG Cargo
#BritishMuseum #Assyria #king #AssyrianEmpire #relief #carving #art #AncientHistory #lion #exhibition #London

[redacted]

The security classification for this message is OFFICIAL

From:
Sent: Monday, June 11, 2018 3:52 PM
To: <
Cc: <
Subject: RE: Social media plan- Ashurbanipal press launch

Hi

Thanks - will send this onto you.

Here is the preview of the intro blog: https://blog.britishmuseum.org/?p=16689&preview=1&_ppp=873eb662f6

I might add a couple of extra images but content will be the same. I also have a blog introducing Assyria but this hasn't been edited properly or had images put in yet so might need to wait and post this later.

is creating the proofs for the web landing page.

Senior Marketing Manager: Campaigns

Marketing
T (UK +44)

The British Museum
Great Russell Street, London WC1B 3DG
britishmuseum.org

The security classification for this message is: OFFICIAL

From:
Sent: Monday, June 11, 2018 12:32 PM
To: <
Cc: <
>
Subject: RE: Social media plan- Ashurbanipal press launch

Thanks any sight of this yet? Would be good to have it today if possible as we are looking to brief BP on everything press launch-related by tomorrow.

Best

From:
Sent: 07 June 2018 11:15
To:
Cc:
Subject: RE: Social media plan- Ashurbanipal press launch

Hi

That's all fine – we have this drafted and [redacted] has approved.

I think we are just waiting on a quote from Hartwig to thank BP.

[redacted] is also working on the email which will go out on the day of the launch. I need to review this but will get this over to you asap.

On the blogs, one is pretty much complete so I can send this to you today for you to send over with the other launch content. The other one is still in draft form. I will try to get this to you by the beginning of next week.

[redacted] is working on the webpages and will get these to you next week.

[redacted]

[redacted]
Senior Marketing Manager: Campaigns

Marketing
T (UK +44) [redacted]

The British Museum
Great Russell Street, London WC1B 3DG
britishmuseum.org

The security classification for this message is: OFFICIAL

From: [redacted]
Sent: Thursday, June 7, 2018 11:04 AM
To: [redacted] <[redacted] [redacted] <[redacted]
Cc: [redacted] <[redacted] [redacted] [redacted]
[redacted]>
Subject: RE: Social media plan- Ashurbanipal press launch

Dear both,

One thing we haven't discussed is getting a social media plan for around the *Ashurbanipal* press launch (what will be going up on what channel and when) to send to sponsors ahead of time. The sponsors will have a 5 day approval window, and so realistically we will need this tomorrow with the right crediting so we can get this to them in enough time. Will this be doable?

Have put the plan we send to BAML ahead of the *Rodin* press launch for reference below.

Best,
[redacted]

Twitter

[Trailer – pinned tweet]
Our #RodinExhibition is now open! See the French sculptor's iconic works side-by-side with the ancient Greek art that inspired him.
Trace the inspiration of a modern master in this once-in-a-lifetime exhibition. Book now: [tickets]

[male torsos]
'I love the sculptures of ancient Greece. They have been and remain my masters.'
Rodin visited the British Museum for the first time in 1881 and was captivated by what he saw. Uncover his love for ancient art in our #RodinExhibition, now open!

[reply]
From 'The Kiss' to 'The Thinker', #RodinExhibition will feature some of the most famous examples of his work, many on loan from @MuseeRodinParis [tickets]

[redacted]

From: [redacted]
Sent: 15 June 2018 08:23
To: [redacted]
Subject: RE: BP outstanding

Dear [redacted]
You will see from emails that the last two days have been exceptionally busy with sign offs and getting things ready for the press launch.
This is a summary below of where we currently are
Just to confirm finalising elements for Tuesday is key priority and that should focus on press release sign off - if they don't come back to us today we have to proceed without their comments as we wont have time for any changes and be ready in time for Tuesday morning. [redacted] needs to know about this early today
Q&A - this is for their reference only unless they want to make changes to the BP sections but they will need to be reviewed by [redacted] and [redacted]
speech notes - again we need to know they are happy with our changes and will work from them

The liaison with BP has been difficult this week as they are of the opinion that the IAG crediting is too prominent. This has led to some very difficult conversations.
Please be aware that [redacted] is in hospital this morning and I am not working this afternoon so please can you wrap up all outstanding elements this morning as quickly as possible so that if you do need to liaise with me it is in my working hours as I might not be available for much of the afternoon.

Please let me know asap this morning if you have questions or queries.

Thanks

[redacted]

From: [redacted]
Sent: 12 June 2018 16:17
To: [redacted]
Subject: BP outstanding

For BP:
Q&A from [redacted] (coming today apparently, it is being checked by [redacted] – sent to [redacted] – waiting for feedback
A board with VI for [redacted] (to come from [redacted] [redacted] – send to [redacted]
Director's foreword to go to [redacted] when ready – not seen yet
Report- being printed, to be collected by me on Friday morning - you need to pick up on Friday but this is not the most urgent thing going on...
Sponsor matrix and media plan (to go to [redacted] when [redacted] has sorted) - not done yet
Supporters web page (have nudged [redacted] should be coming across today) - approved by [redacted]
One blog post for you to read and send to [redacted] for approval (Introducing the Assyrians) - approved by [redacted]

From BP:
Speech notes from [redacted] - have sent first comments back but I cant see [redacted] comment so this is likely going to need to go back to [redacted] this morning as a matter of urgency
Sign off on press release (Friday) - waiting for approval - THIS IS URGENT
Sign off on social media plan (Friday) - all approved
Approval of first blog post (Friday) - approved

Kind regards,

[redacted]
Corporate Relations Officer

Development
T. +44 ([redacted]

[redacted]

From: [redacted]
Sent: 18 June 2018 09:32
To: [redacted]
Subject: sponsor matrix for Ashurbanipal

Dear both
Just to confirm we should send the matrix to [redacted] first thing this morning and ask for any comments by Wednesday close of play
I would suggest sharing the Australia matrix with this one [redacted] to help [redacted] see the consistency

We can share the matrix in the meeting tomorrow with IAG I think and then send formally on Wednesday

Many thanks

[redacted]

[redacted]
Head of Corporate Relations

Development
T. +44 ([redacted]

The British Museum
Great Russell Street, London, WC1B 3DG
Britishmuseum.org

The security classification for this message is SENSITIVE

The British Museum

Press release

The BP exhibition

I am Ashurbanipal: king of the world, king of Assyria

8 November 2018 – 24 February 2019
Sainsbury Exhibitions Gallery

Supported by BP
Logistics partner IAG Cargo.

This autumn, discover the world of ancient Assyria through the life and legacy of its last great ruler, King Ashurbanipal. **The BP exhibition *I am Ashurbanipal: king of the world, king of Assyria*** will transport you back to ancient Iraq in the 7th century BC, when Ashurbanipal became the most powerful person on earth. From his capital at Nineveh, he ruled a vast and diverse empire, shaping the lives of peoples from the shores of the eastern Mediterranean to the mountains of western Iran.

How did one man negotiate family politics, the pressures of kingship, and the will of the gods? Ashurbanipal, proud of his scholarship, assembled the greatest library in existence during his reign. Guided by this arsenal of knowledge, he defined the course of the empire and boldly asserted his claim to be 'king of the world, king of Assyria'.

This will be the first ever major exhibition to explore the life of Ashurbanipal in such depth. The exhibition will tell Ashurbanipal's remarkable story through the vivid narratives recorded on his palace sculptures, the hundreds of cuneiform texts that survive from his library, and from the wealth of objects discovered by archaeologists working in the region. Innovative displays bring to life the tumultuous story of Ashurbanipal's reign; his conquest of Egypt, the crushing defeat of his rebellious older brother, and his ruthless campaigns against all who defied his rule.

Over 200 extraordinary objects from all corners of the empire reveal how one of the greatest Assyrian monarchs stamped an indelible mark on the history of the world. The British Museum's world-renowned collection of Assyrian treasures will be complemented by key loans from across the globe. These include unique objects and artworks from the collections of the History Museum of Armenia, Yerevan; the Musée du Louvre, Paris; the Vorderasiatisches Museum, in Berlin; the State Hermitage Museum, St Petersburg; the Museo Gregoriano Etrusco, Musei Vaticani, Vatican City; and the Cyprus Museum, Nicosia. Many of these remarkable objects have never travelled to the UK before.

The exhibition will immerse visitors in the life at the great Assyrian court. Massive stone sculptures, intricately carved reliefs, painted glazed bricks and rare wall paintings evoke the splendour of the cities and palaces. Delicately carved ivories, extravagant metalwork, cosmetic vessels and gold ornaments show how the elites lived in splendour. Ornate chariot

fittings and elaborate weaponry reveal how this was an age of conflict, as rival kings fought for power and glory. Ashurbanipal's prowess as a valiant warrior is recorded on a series of vividly carved reliefs in the British Museum's collection that depict the royal lion hunt. Lion hunts were drama-filled public spectacles staged within the hunting grounds at Nineveh.

Ashurbanipal claimed to be unlike his predecessors for he could read, write and debate with expert scholars. During his reign he assembled a unique and visionary library at his palace in Nineveh. Knowledge was power; this library was a practical tool that helped the king to manage his empire. Using the British Museum's world-renowned collection of documents dating to Ashurbanipal's reign, the exhibition will recreate the king's great library to evoke its scale and present its contents and significance.

Many of the objects featured in the exhibition come from archaeological sites in Iraq such as Nineveh and Nimrud that have been systematically targeted and destroyed by Daesh (IS). The final section of the exhibition will highlight the challenges faced in protecting Iraqi cultural heritage under threat and will showcase the work of the 'Iraq Emergency Heritage Management Training Scheme'. In response to the destruction of heritage sites in Iraq, the British Museum developed this scheme to train Iraqi archaeologists in rescue archaeology and emergency heritage management. An overview of the project's training and research will be presented to visitors through film footage of the excavations and exclusive interviews with participants.

Gareth Brereton, exhibition curator, said, "This autumn, the British Museum will reveal the history of Ashurbanipal, the greatest king you've never heard of. We hope many visitors will discover the stories of ancient Assyria and Ashurbanipal for the very first time, and experience the splendour of his palace at Nineveh and the impact of the Assyrian empire. As present day Iraq looks to recover the history of damaged sites at Nineveh and Nimrud, this exhibition allows us to appreciate and relive the great achievements of an ancient world and celebrate its legacy."

Hartwig Fischer, Director of the British Museum, said: "I am delighted to announce the BP exhibition *I am Ashurbanipal: king of the world, king of Assyria*. This exhibition will bring visitors face to face with a king whose reign shaped the history of the ancient world. Temporary exhibitions of this nature are only possible with external support so I am hugely thankful for BP's long term commitment to supporting exhibitions at the British Museum. I would also like to express my gratitude to the show's logistics partner IAG Cargo who are safely transporting some of incredible loan objects from across the world to London to share with our global audience."

Peter Mather, Group Regional President, Europe and Head of Country, UK for BP: "We are proud to support *I am Ashurbanipal: king of the world, king of Assyria*, an exhibition about the last of the great kings of the Assyrian Empire. The centre of the Assyrian Empire is in present day Iraq, a country where BP is proud to operate. We are delighted to support the British Museum as they bring this relatively unknown story to life through vivid storytelling and rare artefacts."

Supported by BP

Logistics partner IAG Cargo.

Notes to editors

The BP exhibition *I am Ashurbanipal: king of the world, king of Assyria* runs from 8 November 2018 – 24 February 2019 in the Sainsbury Exhibitions Gallery at the British Museum.

Exhibition supported by BP

Logistics partner IAG Cargo

Open Saturday – Thursday 10.00–17.30, Friday 10.00–20.30. Last entry 80 mins before closing.

Tickets £17,00 children under 16 free, concessions and group rates available. Booking fees apply online and by phone.
britishmuseum.org/Ashurbanipal
+44 (0)20 7323 8181

The beautifully illustrated exhibition catalogue, The BP *exhibition I am Ashurbanipal: king of the world, king of Assyria*, edited by Gareth Brereton will be published by Thames & Hudson in collaboration with the British Museum.
Contact:
Victoria Brown +44(0) 20 7845 5143
[redacted]

A full public programme of events will accompany the exhibition.

More information on this programme is available from the press office or online nearer the exhibition opening.

About BP

BP is proud to support the British Museum exhibition I am Ashurbanipal: king of the world, king of Assyria, an exciting exhibition that tells the story of the Assyrian Empire under its last, great ruler.

BP's support for UK Arts and Culture spans a period of over 50 years. The company's partnership with the British Museum began in 1996, enabling a diverse range of initiatives including the development of the BP Lecture Theatre. Today support for the Museum is focused on its special exhibitions programme.

BP's long-term partnerships with the British Museum, National Portrait Gallery, Royal Shakespeare Company and Royal Opera House represent one of the most significant corporate investments in UK arts and culture.

BP has a history in Iraq, stretching back to the 1920s when the company helped Iraq locate, produce and export oil from Baba Gurgur in Kirkuk, Northern Iraq. This was the largest oilfield in the world at that time. In 2009, BP became the first international oil company to return to Iraq after a period of 35 years. Today, BP, PetroChina and BOC are working in partnership to develop Rumaila, the third-largest producing field in the world.

In support of our operations at Rumaila, we deliver a sustainable social investment programme for the benefit of our communities in and around Basra, southern Iraq. Our programme is focused on improving health, access to potable water, community infrastructure and vocational training.

Aligned with BP's support of arts and culture, in 2010 through the BP Foundation we also provided a significant grant to the Basra Museum which helped to establish the new museum that celebrates the rich cultural history of Iraq.

About IAG Cargo

IAG Cargo is the single business created following the merger of British Airways World Cargo and Iberia Cargo in April 2011. Following the integration of additional airlines into the business, including Aer Lingus, Vueling, bmi and LEVEL IAG Cargo now covers a global network of over 350 destinations.

In 2017 IAG Cargo had a commercial revenue of €1084 million. It has a combined workforce of more than 2470 people over our global network. Its parent company, International Airlines

Group, is one of the world's largest airline groups with 551 aircraft. It is the third largest group in Europe and the sixth largest in the world, based on revenue.
For further information on IAG Cargo, please visit the IAG Cargo YouTube channel:
http://www.youtube.com/user/IAGCargo
or alternatively, visit the IAG Cargo website: https://www.iagcargo.com

For media enquiries, please contact IAG Cargo press office:

- In the UK on +44 207 4133000

Iraq Emergency Heritage Management Training Scheme

In 2015, in response to the appalling destruction by Daesh (also known as so-called Islamic State, ISIS or IS) of heritage sites in Iraq and Syria, the British Museum developed a scheme which, in the face of frustration and outrage, could offer something positive and constructive. The 'Iraq Emergency Heritage Management Training Scheme', or simply 'Iraq Scheme', received the support of the UK government, and the Museum was granted £2.9m over five years of Official Development Assistance (ODA) through the Department for Digital, Culture, Media & Sport (DCMS). The scheme, which became a pilot project for the Cultural Protection Fund, builds capacity in the Iraq State Board of Antiquities and Heritage by training 50 of its staff in a wide variety of sophisticated techniques of retrieval and rescue archaeology.

http://www.britishmuseum.org/about_us/museum_activity/middle_east/iraq_scheme.aspx

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Follow updates on the exhibition via Facebook, Twitter and Instagram
Use #Ashurbanipal and @britishmuseum
For more content about Ashurbanipal, follow the British Museum blog at blog.britishmuseum.org

Further information
Contact the Press Office:
020 7323 8394/8594
[redacted]
High resolution images and caption sheet available at https://bit.ly/2JGgmwK

[redacted]

From: [redacted]
Sent: 18 June 2018 17:18
To: [redacted]
Subject: Fwd: IAG Cargo approval of press release
Attachments: RSVPS @ 18.06.18.docx; Ashurbanipal Final PR.docx

Would you mind printing these please and putting in my desk tonight so I can grab first thing
Thanks
[redacted]

Get Outlook for Android

From: [redacted]
Sent: Monday, June 18, 2018 5:06:03 PM
To: [redacted]
Cc: [redacted] [redacted]
Subject: RE: IAG Cargo approval of press release

Hi [redacted]

Thanks for this and for flagging that last minute changes aren't ideal, much appreciated.

Final version of PR attached. It will have an embargo line on it tomorrow morning, so attached is the version of the website.

RSVPs at present also attached.

Best wishes,

[redacted]

[redacted] [redacted]
Press and PR Manager

Communications
T (UK +44) [redacted]

The British Museum
Great Russell Street, London WC1B 3DG
Britishmuseum.org

The security classification for this message is OFFICIAL

From: [redacted]
Sent: 18 June 2018 12:54
To: [redacted]
Cc: [redacted] [redacted]
Subject: IAG Cargo approval of press release

Hi [redacted]

We've now secured IAG Cargo's approval on the press release – apologies this is coming so late in the day. This has to go through several rounds of approval on their end. They have made some small changes to their boiler plate. See attached. I hope ok to incorporate at this stage. We've flagged that changes this late are very difficult to incorporate so we should avoid in future.

Many thanks
[redacted]

[redacted]
Corporate Relations Manager

Development
T. +44 ([redacted]

The British Museum
Great Russell Street, London WC1B 3DG
britishmuseum.org

[redacted]

From: Nicola Elvin
Sent: 08 June 2018 15:47
To: [redacted]
Subject: Press launch documents - release
Attachments: Ashurbanipal_draft PR_DEVELOPMENT.docx

Hi both,

Final PR attached. Still awaiting price and contact detail for catalogue and T&H – can email these across to you to insert before Monday if receive my side.

Q and A to follow at 4.30 according to [redacted].

Best wishes,

[redacted]

[redacted]
Press and PR Manager

Communications
T (UK +44) [redacted]

The British Museum
Great Russell Street, London WC1B 3DG
Britishmuseum.org

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For information and press releases click here

Press pack for **Rodin and the art of ancient Greece** 26 April – 29 July 2018 available here

Press pack for **The Citi exhibition I object: Ian Hislop's search for dissent** 6 September – 20 January 2019 available here

[redacted]

From: [redacted]
Sent: 07 June 2018 11:30
To: [redacted]
Cc: [redacted]
Subject: RE: Sponsor matrix for Ashurbanipal
Attachments: Ashurbanipal Sponsor Matrix FINAL.xlsx

Thanks [redacted]

Final matrix attached.

I have had confirmation that BP will get title crediting on the postal frank. However as the title is so long we will have to remove the dates, which is a shame, however there is only a certain amount of content we can fit on here.

At the moment I don't have a partnerships plan but the Art Fund one is a long running partnership and should be seen as standard for all shows. There should be some additional partnerships but I haven't developed these yet.

All press ads currently in the media plan should have logo crediting for both sponsors.

For Adyoulike we are spending a little more than Rodin but less than Scythians. I understand that it isn't ideal not to be able to credit both sponsors but we are slightly beholden to the media format for this.

[redacted]

[redacted]
Senior Marketing Manager: Campaigns

Marketing
T (UK +44) [redacted]

The British Museum
Great Russell Street, London WC1B 3DG
britishmuseum.org

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From: [redacted]
Sent: Thursday, June 7, 2018 10:57 AM
To: [redacted] <[redacted]
Cc: [redacted] <[redacted]
Subject: RE: Sponsor matrix for Ashurbanipal

Thanks [redacted] Apologies – I keep attaching the wrong one! See attached.

Any news on the frank?

Understand we need to manage expectations on the partnerships and happy with your suggested wording and approach but can I check that the Art Fund and Time Out partnerships will be in addition to as opposed to part of the pool of fewer but major partnerships?

Thanks very much for sending over the media plan. Could you guide us on any under A6 press ads?

[redacted]

From: [redacted]
Sent: 04 June 2018 10:26
To: [redacted]
Cc: [redacted]
Subject: RE: Ashurbanipal PR

Hey both,

Hope you had good weekends?

To confirm the invitations have gone out to IAGC as below and I've inserted the other collateral into the draft PR – I've just inserted their old boilerplate as a placeholder for now.

Looking to get a draft of the PR to you both by tomorrow. I fear it will undergo some further curatorial edits (!) but it at least gives both sponsors time to digest the content and get an idea of what we're saying and how we are pitching the show.

Best wishes,

[redacted]

[redacted]
Press and PR Manager

Communications
T (UK +44) [redacted]

The British Museum
Great Russell Street, London WC1B 3DG
Britishmuseum.org

The security classification for this message is OFFICIAL

From: [redacted]
Sent: 31 May 2018 11:48
To: [redacted]
Cc: [redacted]
Subject: RE: Ashurbanipal PR

We're waiting on IAG to confirm who they would like to invite to the press launch (both from IAG and any press contacts). In the meantime could you please arrange for the press invite to be emailed to the following:

[redacted]

Thank you!

From: [redacted]
Sent: Wednesday, 30 May, 2018 3:00 PM
To: [redacted] <[redacted]
Cc: [redacted] <[redacted]
Subject: Ashurbanipal PR

Hi [redacted]

IAG Cargo have now confirmed their logistics support for Ashurbanipal and likely we'll be moving to signature on the contract today! Looking ahead to the press launch – we'd like to approach the Indigenous Australia BP/ IAG crediting model for the press release. This would include:

- Line credit at top of PR
- Thanks to IAG included in Director's quote
- No quote from IAG
- IAG Cargo boiler plate in notes to editors section of press release

Understand from [redacted] that you're looking to finalise this week for sponsor review next week – is this still the case?

Many thanks
[redacted]

[redacted]
Corporate Relations Manager

Development
T. +44 (0)[redacted]

The British Museum
Great Russell Street, London WC1B 3DG
britishmuseum.org

[redacted]

From: [redacted]
Sent: 23 May 2018 18:23
To: [redacted]
Cc: [redacted]
Subject: RE: Invitation: press launch of a major exhibition
Attachments: Invitation: press launch of a major exhibition

Hi all,

Thank for the feedback offline earlier [redacted] and [redacted]

As we do not have an email manager in post we are producing our own email invites to press launches currently – as evidenced by the invitation to the I-Object press launch a few weeks ago. The format below replicates exactly the attached for the Scythians press launch last year, once the IAG logo is received and the visual language image inserted it will be ready to go.

I wanted you to have this earlier version for sponsor sign off as I'm conscious that my ideal date of the 29th May to do the e-mail out is fast approaching. I can push to the 30th of May if needed but beyond that we will be losing valuable time to get the launch on our contact's radars.

All the best,

[redacted]

[redacted]
Press and PR Manager

Communications
T (UK +44) [redacted]

The British Museum
Great Russell Street, London WC1B 3DG
Britishmuseum.org

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From: [redacted]
Sent: 23 May 2018 14:01
To: [redacted]; [redacted]
Cc: [redacted]
Subject: RE: Invitation: press launch of a major exhibition

Hi [redacted]
Can I check why we aren't creating an ecard in the visual identity like we have done previously?
At this point we would need to add in the IAG Cargo crediting but it would need a logo
This however would be difficult in the structure of the below as there isn't the same hierarchy and order of the messages as per the identity
Can I check if an e-card is possible?

Thanks

[redacted]

From: [redacted]
Sent: 23 May 2018 13:58
To: [redacted]

Cc: [redacted]
Subject: Invitation: press launch of a major exhibition

Hi [redacted]

Please see the below.

N

The British Museum

Invitation
Exhibition press launch

The Trustees and Director of the British Museum invite you to the press launch of a major new exhibition.

VISUAL LANGUAGE PIC

The BP exhibition
I am Ashurbanipal, king of Assyria, king of the world

Tuesday 19 June, 08.30–10.00. Speeches will be at 09.00.

The British Museum, Great Russell Street, London WC1B 3DG

To RSVP, email [redacted]

#Ashurbanipal

bp
Supported by BP

IAG CARGO LINE IF CONFIRMED PRE 19 June

Image crediting

From: [redacted]
Sent: 23 May 2018 13:22
To: [redacted]
Cc: [redacted]
Subject: RE: Ashurbanipal

Hi [redacted]

Thank you for checking – it is the 19th of June. We'll have a press release to go live the same day at 09.00am so will get that to you before as well.

Best wishes,

[redacted]

[redacted]
Press and PR Manager

Communications
T (UK +44) [redacted]

The British Museum
Great Russell Street, London WC1B 3DG
Britishmuseum.org

The security classification for this message is OFFICIAL

From: James Hunt
Sent: 23 May 2018 13:20
To: [redacted]
Cc: [redacted]
Subject: RE: Ashurbanipal

Hi,

Can I just ask when the press launch is so that I can schedule creation of the pages? [redacted] may have been told but if so, the information didn't reach me in the handover!

Thanks,
[redacted]

From: [redacted]
Sent: 23 May 2018 12:37
To: [redacted]
Cc: [redacted]
Subject: RE: Ashurbanipal

Fab – today is my last day in the office until next Wed so really helpful if I can see asap

Thanks

[redacted]

From: [redacted]
Sent: 23 May 2018 12:30
To: [redacted]

Cc: [redacted]
Subject: RE: Ashurbanipal

Hi [redacted]

Thank you for this. Yes we have received invitees, Q and A and boiler plate info below, so just the quote to go.

FYI the invitations are on target to go out next Tuesday, so I will have the draft invitation over to you a nd [redacted] today to check over.

Best wishes,

[redacted]

[redacted]
Press and PR Manager

Communications
T (UK +44) [redacted]

The British Museum
Great Russell Street, London WC1B 3DG
Britishmuseum.org

The security classification for this message is OFFICIAL

From: [redacted]
Sent: 23 May 2018 12:21
To: [redacted]
Cc: [redacted]
Subject: Ashurbanipal

Dear all
BP have agreed to all the changes on the below paragraph that we have suggested. As such this is the clean version for the press release and also for the supporters page for the Ashurbanipal web pages to go live at the launch
Let me know if you have any questions or queries on any of this.
[redacted] – we are still waiting for the sponsor quote but I believe that is the only thing outstanding now isn't it?

Thanks

[redacted]

BP is proud to support the British Museum exhibition , *I am Ashurbanipal king of the world, king of Assyria*, an exciting exhibition that tells the story of the Assyrian Empire under its last, great ruler.

BP has a long history as a major supporter of arts and culture in the UK. The company's partnership with the British Museum began in 1996, supporting a diverse range of initiatives including the creation of the BP Lecture Theatre. Today support for the Museum is focused on its special exhibitions programme.

BP's long-term partnerships with the British Museum, National Portrait Gallery, Royal Shakespeare Company and Royal Opera House represent one of the most significant corporate investments in UK arts and culture.

BP has a long history in Iraq, stretching back to the 1920s when the company helped Iraq locate, produce and export oil from Baba Gurgur in Kirkuk, Northern Iraq. This was the largest oilfield in the world at that time. In 2009, BP became the first international oil company to return to Iraq after a period of 35 years. Today, BP, PetroChina and BOC are working in partnership to develop Rumaila, the third-largest producing field in the world.

In support of our operations at Rumaila, we deliver a sustainable social investment programme for the benefit of our communities in and around Basra, southern Iraq. Our programme is focused on improving health, access to potable water, community infrastructure and vocational training.

Aligned with BP's support of arts and culture, in 2010 through the BP Foundation we also provided a significant grant to the Basra Museum which helped to establish the new museum that celebrates the rich cultural history of Iraq.

[redacted]

From: [redacted]
Sent: 21 May 2018 09:57
To: [redacted] [redacted]
Cc: [redacted]
Subject: RE: marketing presentation tomorrow

Thanks [redacted] this all makes sense.
We actually have a higher marketing budget for Ashurbanipal (so long as there are no subsequent cuts) as we had a reduction to the Scythians budget.
[redacted]

[redacted]
Senior Marketing Manager: Campaigns

Marketing
T (UK +44) [redacted]

The British Museum
Great Russell Street, London WC1B 3DG
britishmuseum.org

The security classification for this message is: OFFICIAL

From: [redacted]
Sent: 08 May 2018 11:54
To: [redacted]
Subject: RE: BP nominations for the press launch

Thanks so much.

And no worries, it's hard to reboot post bank holiday, I need more coffee...!

[redacted]

[redacted]
Press and PR Manager

Communications
T (UK +44) [redacted]

The British Museum
Great Russell Street, London WC1B 3DG
Britishmuseum.org

The security classification for this message is OFFICIAL

From: [redacted]
Sent: 08 May 2018 11:53
To: [redacted]
Cc: [redacted]
Subject: RE: BP nominations for the press launch

Yes sorry, I realised as I sent this I was going to add those too...

[redacted]

Best,
[redacted]

From: [redacted]
Sent: 08 May 2018 11:47
To: [redacted]
Cc: [redacted]
Subject: RE: BP nominations for the press launch

Thanks [redacted] – do you have email addresses for them?

Best wishes,

[redacted]

[redacted]
Press and PR Manager

Communications

T (UK +44) [redacted]

The British Museum
Great Russell Street, London WC1B 3DG
Britishmuseum.org

The security classification for this message is OFFICIAL

From: [redacted]
Sent: 08 May 2018 11:46
To: [redacted]
Cc: [redacted]
Subject: BP nominations for the press launch

Hi [redacted]

I hope you had a lovely bank holiday weekend.

BP have nominated the following to be invited for the Ashurbanipal press launch:

- [redacted]

Many thanks,

[redacted]
Corporate Relations Officer

Development
T. +44 (0)20 [redacted]

The British Museum
Great Russell Street, London WC1B 3DG
britishmuseum.org

[redacted]

From: [redacted]
Sent: 30 April 2018 14:59
To: [redacted] [redacted]
Cc: [redacted] [redacted]
Subject: RE: Ashurbanipal press launch

Hi [redacted]

Answers as follows:

- Ambassador – have followed up with the Middle East dept re: invitation as this should have come from them – will chase accordingly in the coming days.
- As outlined in the strategy– question around Facebook Live is TBC dependent upon objects that are available to film. We could certainly make staff time available if there is material to be filmed/walked through in an engaging way. We won't know this imminently. If you would rather take this out at this stage – please do – we can always answer verbally on this front if we think [redacted] may question it.
- Again as outlined in the strategy – we can mention the press trip as something that is being investigated. It involves a lot of discussion with security services etc so this won't be a definite for some time. Understood re: flights as IAG do not fly to Iraq.
    - The trip would go ahead in September/October if it did happen. It would be hinged around the Iraq Scheme as we can gain safe entry to Iraq that way, so would focus on the Iraq scheme and it's part in the exhibition. I'd be keen to commission other more traditional on-the-ground features in the UK around the BM Assyrian collection.

Hope all helpful – happy for you, [redacted] [redacted] and I to meet briefly this week to discuss if easier. Our diaries are up to date.

Best wishes,

[redacted]

[redacted]
Press and PR Manager

Communications
T (UK +44) [redacted]

The British Museum
Great Russell Street, London WC1B 3DG
Britishmuseum.org

The security classification for this message is OFFICIAL

From: [redacted]
Sent: 30 April 2018 14:32
To: [redacted]
Cc: [redacted]
Subject: FW: Ashurbanipal press launch

Hi [redacted]

Two follow ups to this also in relation to the comms strategy for Ashurbanipal:

Could you let me know if there will still be a Facebook Live for the day of the Ashurbanipal press launch? I just wanted to get your guidance on whether or not this should be included in the comms strategy document at this stage given the changes going on re: social media.

From: [redacted]
Sent: 13 March 2018 16:48
To: [redacted]; [redacted]
Subject: RE: Marketing presentation for Ashurbanipal to sponsor

Hi all,

Apologies for the delayed reply to this. [redacted] and I had a discussion and I also spoke to the Marketing design team. The week of the 24th of May will be too tight to have enough marketing collateral ready to put on display.

We are keen to look at the week beginning the 18th of June. This will be the week before the Annual review on Wednesday 27 June, but give our limited option on dates, we think this is the best option.

Tuesday 19th is free in the Culture diary, and also reserved in Hartwig's diary. Richard can only do Wednesday 20th that week – but was HF the more important stakeholder for the sponsor to have? Do let me know.

Best wishes,

[redacted]

[redacted]
Press and PR Manager

Communications
T (UK +44) [redacted]

The British Museum
Great Russell Street, London WC1B 3DG
Britishmuseum.org

The security classification for this message is OFFICIAL

From: [redacted]
Sent: 07 March 2018 10:41
To: [redacted]; [redacted]
Subject: FW: Marketing presentation for Ashurbanipal to sponsor

Dear all
I have formal feedback now from BP

Re Tuesday 29th May – Peter Mather can do it but [redacted] cannot
As such they have asked if it is at all possible to look at Thursday 24th May as they are both free then

I have explained there is another press launch the week before which they acknowledged but asked if it was still possible to do this move so they could both be there.

Can you let me know what you think?

Thanks

[redacted]

From: [redacted]
Sent: 07 March 2018 10:39
To: [redacted]
Subject: FW: Marketing presentation for Ashurbanipal to sponsor

[redacted]

From: [redacted]
Sent: 04 January 2018 14:20
To: [redacted]
Subject: RE: Press launch- Ashurbanipal

Hi [redacted]

Happy new year to you too, hope you had a good break?

Yes I'm provisionally looking at dates in June for a stand alone launch seperate from the annual review.

Once I have some free dates (without clashes with any other institutions and that the curators and Hartwig can do) I'll pop them through to you to check the sponsor's availability.

Best wishes,

[redacted]

[redacted]
Press and PR Manager

Communications
T (UK +44) [redacted]

The British Museum
Great Russell Street, London WC1B 3DG
Britishmuseum.org

The security classification for this message is OFFICIAL

From: [redacted]
Sent: 04 January 2018 14:15
To: [redacted]
Subject: Press launch- Ashurbanipal

Hi [redacted]

I hope you're well- and a happy New Year to you!

I just wanted to check in regarding the press launch for *Ashurbanipal*- particularly with regards to how this will fit in with the Annual Review. Is there any update on this since we last discussed?

Many thanks,

[redacted]

From: [redacted]
Sent: 27 February 2018 18:26
To: [redacted]
Subject: RE: Marketing presentation for Ashurbanipal to sponsor

Hi all,

Reminder of the difficulties of scheduling this press launch below.

Please do put Tuesday 29th May to the sponsor as provisional date.

- W/B 28 May not ideal as quite close to the I object launch earlier that month but still workable
    - **I have Tuesday 29 May on hold in Hartwig and Richard's diary.** ***NB there is a press launch at the Tate Modern on the 30th.***
- W/B 4 June – ideal timing–wise but Hartwig the US for the whole week (now confirmed) and Richard on holiday
- W/B 18 June – is only one week before the annual review launch (27th June) so press office feel this is too close.
- July – we need to be able to mention the exhibition as our major autumn show at the Annual Review launch at the end of June, this worked very well for Scythians last year.
- August – Dead-time in arts journalism – wouldn't get picked up
- September – too late given the exhibition's opening date of 8 November

Best wishes,

[redacted]

[redacted]
Press and PR Manager

Communications
T (UK +44) [redacted]

The British Museum
Great Russell Street, London WC1B 3DG
Britishmuseum.org

The security classification for this message is OFFICIAL

Peter Mather remarks at the 'I am Ashurbanipal' British Museum exhibition press launch

Thank you Hartwig and good morning everyone.

It's great to see you all here for what is another fantastic exhibition from the British Museum.

Congratulations, Hartwig to you and your team.

"I am Ashurbanipal: king of the world, king of Assyria" is a compelling and rather extraordinary story of a king, his people and his empire largely unknown, untold, and unseen.

And that's incredible given the prominence and influence the Assyrianshad across large parts of Asia and the Mediterranean. And given the exceptional reign of their last great king, Ashurbanipal, and his legacy.

For many people, this will be the first exposure to the Assyrian Kingdom.

And through the blending of artefacts and reliefs from palaces, temples and other sites, with digital technology of today, what they will see at the British Museum is the life and times of the Assyrians captured beautifully in this stunning exhibition.

As a sponsor of the British Museum, BP takes great delight in playing a part in helping tell this largely unheard story.

UK arts, as you know, are important to BP, and we will continue to help widen access and exposure to them.

And in you [members of the press] joining us today, that opportunity to bring even greater exposure to this fine exhibition increases.

So, thank you for joining us today.

Thank you again, Hartwig.

And thank you to the British Museum for what is now 22 years of successful partnership.

And long may that continue.

Thanks.

250 words: 2 minutes @ 120 wpm

Briefing: Press launch for the BP exhibition *I am Ashurbanipal: king of the world, king of Assyria*

Date: Tuesday 19 June 2018

Location: Gallery 23 and Gallery 10

Time: 08.15 – 10.00

Background:

The BP exhibition *I am Ashurbanipal: king of the world, king of Assyria* will be launched at a breakfast event at the British Museum on Tuesday 19 June 2018, hosted in Gallery 23 and Gallery 10. The invite list will include arts and heritage correspondents from local, national and international media as well as editors and writers from long lead publications. The event will include an introduction from Dr Hartwig Fischer, a short speech by Peter Mather, BP, a speech by His Excellency Dr. Salih Husain Ali, and a ten minute overview of the exhibition by the Curator, Gareth Brereton.

Members of the British Museum's Iraq Scheme will also be on hand to answer questions from the media relating directly to the Iraq Scheme. The press team and curatorial team will be on hand to network and answer questions. The British Museum social media team will cover the event across their channels, particularly Twitter and Facebook.

Objectives:

- To raise awareness to the press about the forthcoming exhibition and the key communication messages.
- Generate immediate news coverage as well as target long lead journalists and arts editors to allow for strategic forward planning in advance of the exhibition opening.
- To announce the sponsor, logistics partner, tickets on sale and start the social media campaign.

Timings:

Pre-meet

08:05 Dr Hartwig Fischer to be ready in the Director's office

08:15 H.E. Dr. Salih Husain Ali and Wael Alrobaaie met by Jonathan Tubb on the Museum front steps and escort to Director's office.

Peter Mather, Michael Denison, Des Violaris from BP met by [redacted] and escorted to Director's office.

Press Event

08:30	Journalists and guests arrive at main entrance and head to the Enlightenment Gallery for refreshments
08:45	Dr Hartwig Fischer, Jonathan Tubb, H.E Dr. Salih Husain Ali, Wael Alrobaaie and Peter Mater, Michael Denison, Des Violaris from BP escorted to Room 23 by [redacted]
08:55	Guests invited to take their seats
09:00	Speeches and Presentations in the Enlightenment Gallery:

- Hartwig Fischer – Welcome (2-3mins)
- Peter Mather, BP – Speech (2 mins)
- H.E. Dr. Salih Husain Ali (2-3 minutes)
- Gareth Brereton– Speech and Presentation (10mins)

09:20	**Thank speakers and instead of a formal Q and A, questions will be directed to individuals on a one to one basis**
09:30	Informal one to one discussions with the curators, managed by the press team
10:00	Event concludes

Speech notes: (2 - 3 minutes)

- Good morning, I am Dr Hartwig Fischer, director of the British Museum.
- It is a great pleasure to have you here today to launch the British Museum's major autumn show the BP exhibition *I am Ashurbanipal: king of the world, king of Assyria*
- This morning, we want to introduce you to Ashurbanipal, the last great king of the ancient Assyrian empire. From his capital at Nineveh, he ruled a vast and diverse empire, from the eastern Mediterranean to western Iran.
- This will be the first ever major exhibition in the world to explore the life of Ashurbanipal in such depth - through narratives recorded on palace sculptures, the hundreds of cuneiform texts that survive from his library, and from the objects discovered by archaeologists.
- As the British Museum is well-known for doing now, this exhibition will bring to life an ancient world and bring the story right up to the present day with objects from our own collection and loans from generous museums across the globe.

- Our visitors trust us to teach them about the ancient world, but we also have a responsibility to reflect upon what that means for the world today.

- As present day Iraq looks to recover the history of damaged sites at Nineveh and Nimrud, this exhibition allows us to appreciate and relive the great achievements of an ancient world and celebrate its legacy.

- Many of the objects featured in the exhibition come from sites in Iraq such as Nineveh and Nimrud that have been partially destroyed by IS, Islamic State.

- The final section of the exhibition will showcase the work of the Museum's 'Iraq Scheme', where with the support of the UK government, and the Iraq State Board of Antiquities and Heritage, we are by training 50 Iraqi archaeologists in emergency heritage management.

- A number of the objects in the exhibition are loans coming to the UK for the first time and we are grateful to our logistics partner IAG Cargo for their help in moving these precious items

- Finally, I would like to thank BP for their long-term commitment to supporting the British Museum and in particular our special exhibition programme. It is only through support like this that we are able to present exhibitions of this scale and ambition to our national and international visitors.

- It gives me great pleasure to introduce Peter Mather, Group Regional President, Europe and Head of Country, UK, BP

-

After Peter Mather, BP, please introduce H.E. Dr. Salih Husain Ali.

After H.E. Dr. Salih Husain Ali, please introduce Gareth Brereton, exhibition curator

After Gareth Brereton has finished speaking please tell the audience that concludes the formal presentations and they are welcome to come up and ask any questions. NB no questions from the floor.

[The press team will be on hand to facilitate questions for the director, Gareth Brereton, Carine Harmand and Jonathan Tubb]