



**Policy
Review**

6th National Conference

Supporting Creative Industries

New routes into arts and culture

Thursday 30th June 2011, Westminster Studio, London SW1

Supported by:



creative
& cultural
skills



Speakers include:

Professor Geoffrey Crossick

Vice-Chancellor,
University of London

Fintan Donohue

Principal, North Hertfordshire
College; AoC Skills Champion,
Creative and Cultural Industries

Hasan Bakhshi

Director, Creative Industries,
NESTA's Policy & Research Unit

Catherine Large

Joint Chief Executive Officer,
Creative & Cultural Skills

Keith Evans

Managing Director,
The Creative Industries
Development Agency

Iain Brinkley

Director, Socio-Economic
Programmes,
The Work Foundation



Live and on-demand on policyreview.tv

The Coalition Government continues to recognise the crucial importance of creative industries to the UK economy at a time when other sectors are in decline.

However with higher tuition fees and reduced government funding, there are concerns for the future for creative subjects at degree level. Meanwhile a focus on apprenticeships and vocational learning may open up new routes. What is clear is that as funding changes, all institutions need to find new and innovative funding streams to sustain the sector.

This conference, now in its 6th year, is the annual gathering of industry representatives, central and local government, and all those involved in the delivery of creative education from FE and HE providers, to discuss the skills and attributes that are really valued. Expert speakers will review the pipeline of talent, explore new routes, and look at the opportunities for collaboration between education providers and creative industries.

For more information please visit:

www.neilstewartassociates.com/se254

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Attend our networking
satellite conference

Please see inside for more details
or visit the website



Agenda (subject to change)

09:00 Registration, refreshments and exhibition

Session One:

 Available on policyreview.tv

Setting the scene

- 10:00 Welcome and introduction
Catherine Large, Joint Chief Executive Officer, Creative & Cultural Skills
- 10:15 Creativity and entrepreneurship as strategic drivers for transformation
Fintan Donohue, Principal, North Hertfordshire College; AoC Skills Champion, Creative and Cultural Industries
- 10:30 *Creating Prosperity – the value of UK higher education to the creative economy*
Professor Geoffrey Crossick, Vice-Chancellor, University of London
- 10:45 The creative sector – its role in the UK's recovery
Iain Brinkley, Director of Socio-Economic Programmes, The Work Foundation
- 11:00 Questions and discussion
- 11:30 Refreshments, networking and exhibition

Session Two:

 Available on policyreview.tv

Industry sector collaboration

- 12:00 National Skills Academy
Pauline Tambling, Joint Chief Executive Officer, Creative & Cultural Skills; Managing Director, National Skills Academy for Creative & Cultural
- 12:15 Measuring the value of local creative clusters
Hasan Bakhshi, Director, Creative Industries, NESTA's Policy & Research Unit
- 12:30 Panel discussion: working effectively with industry to meet the skills needs
Professor Stuart Bartholomew, Principal, Arts University College, Bournemouth; Chair, ukadia
Keith Evans, Managing Director, The Creative Industries Development Agency
Joanne Warburton, Senior Business Development Manager, National Apprenticeship Service (NAS)
- 13:00 Buffet lunch, networking and exhibition

 Available on policyreview.tv

Session Three:

Building the pipeline into industry

- 14:00 Introduction from session chair
Dale Bassett, Research Director, Reform
- 14:10 Shaping the system so the creative economy thrives
Catherine Large, Joint Chief Executive Officer, Creative & Cultural Skills
- 14:30 Enhancing the pipeline of talent
Laura Gander-Howe, Director, Learning and Skills Strategy, Arts Council England
- 15:10 Refreshments, networking and exhibition

Session Four:

Key issues seminars

15:40 Delegates should choose to attend one seminar from the list below. Seminars are designed to be interactive and participatory in nature. Places are allocated on a first-come, first-served basis and are subject to maximum capacities.

- 1** Working with employers to develop effective apprenticeship routes
Linda Stokes, Employer Services Manager, National Apprenticeship Service (NAS)
- 2** Alumni development – making the most of networks for students
Check website for speaker updates
- 3** The National School of Furniture - all through provision
Dr Alison Shreeve, National Teaching Fellow; Head of School, Design Craft and Visual Arts, Buckinghamshire New University
Chris Hyde, Head, National School of Furniture: Oxford Rycotewood Furniture Centre

16:30 Close of conference

Sponsorship and Exhibition Opportunities

This conference will attract a diverse audience of top level decision-makers and key policy professionals, from both the public and the private sector. Sponsoring or exhibiting at this event will ensure your organisation leadership positioning amongst this key target audience.

To find out more about the bespoke packages on offer please contact **Marie Clark** on 020 7960 6849 or e-mail marie.clark@neilstewartassociates.co.uk

Register online today:

www.neilstewartassociates.com/se254

Tel: 020 7324 4330 / Fax: 020 7490 8830

All delegates receive free post-event access to filmed plenary sessions

Purpose of the Conference

Specifically this conference will enable you to:

- Map the pipeline of talent entering creative and cultural industries, from schools and FE to HE
- Explore new routes into industry, including creative apprenticeships, and the funding that will support them
- Understand the process and examine the opportunities arising from the Growth and Innovation Fund
- Discover the keys to successful partnerships between education and business to give employers what they want
- Discuss the current skills gaps in creative industries, and what can be done to address them in both the short and long term
- Highlight the need amongst creative practitioners for training in business management and administration, and provide guidance on the implementation of this
- Take an in-depth look at employability in the creative and cultural sectors, focusing on entrepreneurship, building portfolio careers, and the importance of IAG
- Provide an opportunity to network with others who are working to develop the skills and attributes the creative industries need

Who should attend:

From the Education Sector:

- Vice-Chancellors
- Associate Deans
- College Directors
- Deans of Arts, Creative and Cultural Industries
- Directors and Heads of:
 - > Advertising
 - > Crafts
 - > Creative Media
 - > Cultural Development
 - > Cultural Leadership
 - > Design
 - > Enterprise
 - > Fashion
 - > Film
 - > Music
 - > Literary Arts
 - > Performing Arts
 - > Publishing
 - > Television
 - > Visual Arts
- Curriculum Leaders
- Business Development and Business Engagement Directors from Colleges and Universities
- Corporate Directors
- Knowledge Transfer Networks
- Learning and Skills Councils
- Sector Skills Councils
- Research and Funding Councils for the Arts
- Training and CPD providers in the creative industries

From Business and Creative Sector:

- Creative Hubs and Incubators
- Business Hubs and Incubators

- Board Members, Directors and Heads from Creative Industries, including:
 - > Advertising
 - > Architecture
 - > Crafts
 - > Cultural Heritage
 - > Design
 - > Fashion
 - > Music
 - > Literary Arts
 - > Performing Arts
 - > Visual Arts
- Creative Industries Support Services
- R&D Directors
- Small Business Services
- Centres for Enterprise and Entrepreneurship in the creative arts
- Business Links

From Government:

- Local Authority Directors and Officers responsible for:
 - > Economic Development
 - > Culture
 - > 14-19
 - > Arts
 - > Education
- Members of Local Enterprise Partnerships with an interest in:
 - > Economic Development
 - > Creative Economy
 - > Skills
- Regional Cultural Consortia
- Government Offices for the Regions
- Central Government



Can't attend? Time poor? Diary clash?

Attend a regional satellite conference near you

Can't get away, can't afford the time or full cost? Need network feedback? Attend a regional satellite conference!

- See and hear all the speakers and interact remotely
- Receive all the back-up papers and research
- Network with your peers, benchmark your own work and make contacts for follow up
- Environmentally friendly option

Attending a satellite conference costs just **£195.00 + VAT** (£234.00). See the conference website for locations near you or complete the booking form.

For further information email

jacqueline.gorman@neilstewartassociates.co.uk

Watch online

Keep up to date with the policy insight you need

- Broadcast exclusively on Policy Review TV - watch the conference live or later on-demand
- Fully interactive - watch live and submit questions, just like a delegate
- Ultimate conference reporting, watch the full online presentations after the event
- Your own expert video library to keep – ideal for management and staff briefing
- Unique insight into the choices and dilemmas faced by policy makers and managers
- Find out how your peers are solving the policy challenges you face
- You save on travel, cost and time

The costs of the live broadcast and access to the video archive are:

Individual licences

£99 + VAT (£118.80)

Group licences

2-3 viewers £250.00 + VAT (£300.00)

4-5 viewers £350.00 + VAT (£420.00)

6-9 viewers £495.00 + VAT (£594.00)

10-20 viewers £895.00 + VAT (£1,074.00)

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To Register

Please photocopy this booking form for additional delegates.

Complete all relevant sections of this form and either:

 **Fax:** 020 7490 8830

 **Online:** www.neilstewartassociates.com/se254

 **Post:** Neil Stewart Associates Ltd, 10 Greycoat Place,
Westminster, London SW1P 1SB

Alternatively call us on **020 7324 4330** or email us at

customer.services@neilstewartassociates.co.uk

Delegate Information

se254

Brochure no.

WEB

Title (Mr/Ms/Dr/Prof/Other)

Full Name

Position

Organisation

Sector: Health Social Care Central/Regional Government Local Government Education and Skills Commercial
 Non Departmental Public Body / Association or Membership Organisation 3rd Sector Organisation Criminal Justice

Email

Address

Postcode

Tel No.

Direct Line? (Yes/No)

Fax No.

Training Manager

Email

I have read and agree to the terms and conditions below

Signature

HOW TO PAY Please tick the relevant box below

Invoice Please send an invoice to:

Purchase order number (if relevant)

Cheque I enclose a cheque for £ _____ made payable to Neil Stewart Associates Ltd

Credit Card We can accept the following credit cards:



Please debit: £ _____ from Mastercard/Eurocard/Visa/Maestro/Delta

Card No: _____ Expiry date of card: _____

Maestro Issue No: _____

Name (as on card): _____

Issuing Bank: _____

Cardholder's address: _____

Postcode: _____

Signature: _____

ADDITIONAL REQUIREMENTS Please indicate any additional requirements below

Delegate Rates

Please select the relevant rate from the list below

Full Rate -

Commercial Sector

£599.00 + VAT (£718.80)

Reduced Rate -

Universities, Colleges, Local Authorities, LEAs, Central Government
Departments & Agencies, Non-Departmental Public Bodies, Other
Public Sector Organisations

£389.00 + VAT (£466.80)

Supported Rate -

Voluntary Organisations, Trade Unions

£240.00 + VAT (£288.00)

The above fees include all day access to the event, available
conference papers, buffet lunch and refreshments, for registered
delegates only. Fees do not include travel costs or accommodation.
Shared places are not permitted.

Seminar Selection

You may attend one seminar in Session Four.

Places are allocated on a first-come, first-served basis. Please
circle your choice below:

Session Four:

Seminar 1 2 3

Live viewing

I am unable to attend this event in person please register me for:

Individual licence for live streaming at
£99.00 + VAT (£118.80)

Group Licences

I would like to register for a group viewing licence:

2-3 viewers **£250.00 + VAT** (£300.00)

4-5 viewers **£350.00 + VAT** (£420.00)

6-9 viewers **£495.00 + VAT** (£594.00)

10-20 viewers **£895.00 + VAT** (£1,074.00)

Satellite conference

£195.00 + VAT (£234.00)

Venue to be confirmed, please check website for updates

Terms and Conditions

This booking form constitutes a legally binding agreement. Payment must be
received in full before the event. We are not responsible for the non-arrival
of confirmation documents: if, by 7 days prior to the conference, you have
not heard from us, contact us using the phone number on the brochure. All
available conference material including documents, podcasts and in some
case films are made available to delegates after the event therefore we do
not accept cancellations, whole or in part. Substitutions will be accepted if
notified in writing prior to the event, non-arrivals will be liable for the full fee.

All our conferences are recorded and the content is made available on www.policyreview.tv. If you do not wish to be filmed, your voice recorded or your
photograph taken please email customer.services@neilstewartassociates.co.uk
giving your name and the conference you will be attending.

Data Protection

The personal information you provide will be held on a database by Neil Stewart
Associates Ltd. By registering for a conference, Neil Stewart Associates and its
subsidiary companies can provide you with information relating to your booking and
other services via email, direct mail, telephone or fax. If you do not want to receive
this information please write to the Database Manager at Neil Stewart Associates.
Your details may also be made available to other carefully selected companies.
 Please tick here if you do not wish to receive information from third parties.

Overseas delegates

Delegates from outside the UK who book to attend an NSA conference must
send their remittance in time to clear funds no later than 2 weeks before a
one day conference. Bookings from overseas delegates will be subject to the
cancellation policy specified on the booking form.