









# Creative Industries

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## **Design for innovation**

Wednesday 27th June 2012, Westminster Studio, London SW1

#### 7TH ANNUAL CONFERENCE & BROADCAST

Curated and chaired by:

## JOHN NEWBIGIN

Chair, Creative England

Other speakers include:

#### **Deborah Dawton**

President, Bureau of European Design Associations (BEDA); Chief Executive, **Design Business Association (DBA)** 

#### Professor Georgina Follett OBE

Deputy Principal, University of Dundee

#### Catherine Large

Joint CEO, Creative & Cultural Skills (CCSkills)

#### **Dinah Caine OBE**

CEO, Creative Skillset, Creative Industries Council (CIC)

#### **Damian Collins MP**

Chair, Conservative Arts and Creative Industries **Network (CACIN)** 

#### Trevor Dorling

Assistant Director, Employment and Skills, **Royal Borough of Greenwich** 

## **CREATIVE AUSTERITY**

The sector is bursting with creatives who thrive on innovation and originality but how will they find direction and investment?

## INTERNETISATION **GLOBALISATION**

Embracing the latest technology and entrepreneurial skills to empower creative leaders into the future.

## **EXPLOITING EUROPE**

With the release of the European Commission's paper on the European Design Innovation Initiative we will explore the benefits of looking to Europe and the full potential of design for innovation.

For more information please visit:

www.neilstewartassociates.com/se258



#creativeindustries





All delegates receive filmed plenary sessions

09:00 Registration, refreshments and exhibition

#### **Session One:**

#### Setting the scene



10:00 Chair's opening remarks

John Newbigin, Chair, Creative England

10:10 Keynote address:

Check website for speaker updates

10:25 Questions and discussion

10:35 European Commission report on Design Innovation Initiative

**Deborah Dawton,** President, Bureau of European Design Associations (BEDA); Chief Executive, Design Business Association (DBA)

10:50 Collaborating to compete: creative industries and government partner to support skills and growth Dinah Caine OBE, CEO, Creative Skillset, Creative Industries Council (CIC)

11:05 What does the education system need to look like in order for the creative and cultural industries to thrive?

Catherine Large, Joint Chief Executive Officer, Creative & Cultural Skills (CCSkills)

11:20 Questions and online feedback from the audience

11:30 Refreshments, networking and exhibition

#### **Session Two:**

#### Co-creativity



12:00 The role of local authorities in the creative economy of the community

**Clir Denise Hyland,** Cabinet Member for Regeneration, Enterprise and Skills, Royal Borough of Greenwich

**Trevor Dorling,** Assistant Director, Employment and Skills, Royal Borough of Greenwich

12:10 Creative hubs to link educational institutions, local authorities and business

Professor Georgina Follett OBE, Deputy Principal, University of Dundee

12:20 Educational institutions as agents in local community connections, creative enterprises and employment

**Chris Thompson,** Senior Adviser for Enterprise and Innovation, Ravensbourne

12:30 Panel Discussion

Outstanding co-creativity: effective links and knowledge sharing between business, local authorities and education institutions

Session two speakers to be joined by:

**Gemma Baxter,** Step Change Coordinator, National Theatre

**Damian Collins MP,** House of Commons Select Committee for Culture, Media, Sport and the Olympics; Chair of Conservative Arts and Creative Industries Network (CACIN)

13:00 Buffet lunch, networking and exhibition

#### Session Three:

#### Key issues seminars

14:00 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.

■ EMBRACING INTERNETISATION AND GLOBALISATION

Journalism for the 21st Century

Turi Munthe, Chief Executive Officer, Demotix

The fastest growing creative agency in the UK Top 25 **Ben Bilboul,** Chief Executive Officer, Karmarama

2 EUROPEAN COMMISSION REPORT European Design Innovation Initiative Check website for speaker updates

HIGHER EDUCATION ENGAGEMENT WITH THE CREATIVE INDUSTRIES

Exploring the challenges and benefits

**Dr Emma Wakelin,** Associate Director of Programmes, Arts and Humanities Research Council (AHRC)

15:00 Refreshments, networking and exhibition

#### **Session Four:**

## Change and innovation across the sector



#### 15:30 Panel discussion:

Leaders from across the industry come together to discuss how to drive innovation and change in their sector. Each panellist will inspire debate through five minutes focus. On-line viewers will be given immediate points for future reference, as each panellist gives 3 key websites/books for further investigation

**Bonnie Greer,** Deputy Chair, British Museum; writer; social activist

**Andy Pratt,** Professor of Culture, Media and Economy, Department of Culture, Media and Creative Industries (CMCI), King's College, London

**Dani Salvadori,** Director of Enterprise and Innovation, Central Saint Martins College of Art and Design

**Heath Reed,** Principal Industrial Designer, Design Futures

**Valeria Hedman,** Founder and Editor, Graphic BirdWatching

**Clare Devine,** The Royal Institute of British Architects (RIBA), Equality and Diversity Forum 'Architects for Change' (AfC)

16:30 Close of conference

## **Purpose of the Conference**

Creative industries, the education institutions that nurture new talent, the businesses that make a living from creativity are hit hard when discretionary spending is cut in a recession, but are essential to the recovery. This conference will address a range of topical issues in European and government policy, education and creative industries - look at what businesses need and how education and experience can equip new generations of creative leaders to influence and change business and media in the recovery. We explore the fiscal opportunities within Europe and the potential of design for innovation.

#### Attending this conference will enable you to:

- Expand on the recent findings of the European Commission's European Design Innovation Initiative Paper
- Expand on the recent findings of the Creative Industries Council
- Look at the impact of the Creative Industries Council and where next?
- Review the impact of Arts Council funding and measures for increasing and creating corporate patrons and partnerships. Looking to Europe.
- Expand on Henley's Review of Cultural Education
- Share initiatives to empower creatives with essential business/communication/ technological skills
- Discuss skills gaps and best practice in business and industry to achieve change for
- Highlight creative industries as an important growth area for rebalancing the economy and providing an edge in the recovery
- Examine ideas around Tech City and Digital Entrepreneurs to empower the UK as a centre for global creatives
- Understand universities as agents in local community connections, creative enterprises and employment
- Understand national Creative Hubs to link educational institutions, local authorities and business
- Provide an opportunity to network with others working to develop the skills and attributes the creative industries need to drive design forward

### Who should attend:

#### From the Education Sector:

- Vice-Chancellors, Principals, Headteachers
- College Directors
- Curriculum Leaders
- Associate Deans
- Deans of Arts, Creative and Cultural Industries
- Directors and Heads of:
  - Advertising
  - Architecture
  - Crafts
  - Creative Media
  - Cultural Development
  - Cultural Leadership

  - Enterprise
  - Fashion
  - Music
  - Literary Arts
  - Performing Arts
  - Visual Arts
  - Games Industry
- **Business Development and Business Engagement Directors**
- **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
  - Craft
  - Cultural Heritage
  - Design
  - Fashion
  - Music
  - Literary Arts
  - Performing Arts
  - Visual Arts
  - Games industry
- 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
- Regional Development Agency Directors for:
  - **Economic Development**
  - Creative Economy
  - Skills
- Regional Cultural Consortia
- Government Offices
- Central Government
- European Commission: Bureau of European Design Associations

#### Sponsorship and Exhibition Opportunities

To find out more about the bespoke packages on offer please contact Katrina Wright on 020 7324 4330 or e-mail katrina.wright@neilstewartassociates.co.uk



## Can't attend? Time poor? Diary clash?

#### **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 library are:

### Individual licences £99 + VAT (£118.80)

For further information email sean.fleetwood@policyreview.tv



## Host your own conference

Join an increasing number of organisations who have taken advantage of the cost-effective group viewing licence option

From as little as £65 per person you too can gather a group of colleagues and clients to watch, listen and participate at this conference

All you need is:

- a computer with flash installed, an up to date browser and fast broadband internet access
- a projector or an LCD screen to display the live conference stream
- a space in which to host the event a boardroom or lecture theatre would be perfect



#### Watch in groups

Finally, book 10 or more colleagues for online viewing and get one free place at the conference.

To discuss this further please call 020 7183 7783

Group licences - per person

1-2 viewers £99.00 + VAT (£118.80) 3-9 viewers £89.00 + VAT (£106.80)

10-19 viewers £79.00 + VAT (£94.80) 20-29 viewers £65.00 + VAT (£78.00)

## **Creative Industries**

**Design for innovation** 

Wednesday 27th June 2012, Westminster Studio, London SW1











## 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/se258

 $\bowtie$ Post: Neil Stewart Associates, 10 Greycoat Place, Westminster, London SW1P 1SB

Alternatively call us on 020 7324 4330 or email us at customer.services@neilstewartassociates.co.uk



10 Greycoat Place, Westminster, London SW1P 1SB tel: 020 7324 4330 fax: 020 7490 8830 email: info@neilstewartassociates.co.ul



DELEGATE	FULL RATE	REDUCED RATE	SUPPORTED RATE
RATES	Commercial Sector	Universities, Colleges, Local Authorities, LEPs, Central Government Departments and Agencies, Non Departmental Public Bodies and other Public Sector Organisations	Schools, Voluntary Organisations, Trade Unions
Conference & Exhibition	<b>£599.00 + VAT (£718.80)</b>	<b>£389.00 + VAT (£466.80)</b>	£240.00 + VAT (£288.00)
Conference and Exhibition Earlybird Discount Book by 30 April 2012	£499.00 + VAT (£598.80)	£289.00 + VAT (£346.80)	£140.00 + VAT (£168.00)

Please select the relevant rate from the list below. Fees include all day access to the conference, exhibition and anniversary reception, access to on demand filmed content, available conference papers, buffet lunch and refreshments, for registered delegates only. Fees do not include travel costs or

## SEMINAR SELECTION

**Session Three Seminars:** 

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ONLINE VIEWING		
Live viewing 27 June	£165.00 + VAT (£198.00)	
Post-event on demand	£99.00 + VAT (£118.80)	
<b>Group Bookings</b>	Rate per person	
3-9 viewers @	£89 + VAT (£106.80)	
10-19 viewers @	£79 + VAT (£94.80)	
20-29 viewers @	£65 + VAT (£78.00)	
I would like to register online viewers @ £ per person:		
TOTAL £	_ + VAT = £	
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#### **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. 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

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 two day conference. Bookings from overseas delegates will be subject to the cancellation policy specified on the booking form.