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# Creative Industries

## 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.

**SAVE £100**  
EARLYBIRD OFFER  
Book by 30 April 2012

For more information please visit:

[www.neilstewartassociates.com/se258](http://www.neilstewartassociates.com/se258)



#creativeindustries



THIS CONFERENCE IS ALSO AVAILABLE FOR YOU TO TAKE PART ONLINE LIVE  
OR WATCH ON-DEMAND



## Agenda (subject to change)

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  
**Cllr 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.
- 1** 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*
- 3** 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

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

## 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 the future
- 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
  - Design
  - 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?**



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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)**

