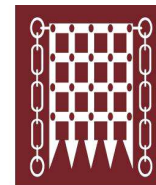


Westminster Media Forum Keynote Seminar

The future of the live entertainment sector: innovation, competing for customers and supporting grassroots

Timing: Morning, Tuesday, 10th July 2018

Venue: Central London



WESTMINSTER
MEDIA FORUM

Draft agenda subject to change

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chair's opening remarks**
Senior Parliamentarian
- 9.05 - 9.30 **Progress on implementing the Agent of Change principle**
Sarah Fox, Head, Planning Policy, Ministry of Housing, Communities and Local Government
Questions and comments from the floor
- 9.30 - 10.30 **Priorities for supporting the grassroots scene: venues, the talent pipeline and the impact of Brexit**
Professor Marion Roberts, Professor of Urban Design, Faculty of Architecture and the Built Environment, University of Westminster
Councillor Gerald Vernon-Jackson, Chair, Culture, Tourism and Sport Board, Local Government Association
Alan Miller, Chairman, Night Time Industries Association
Tom Stickland, Theatres Adviser, Theatres Trust
Dr Matt Brennan, AHRC Leadership Fellow, The University of Edinburgh
Questions and comments from the floor
- 10.30 - 10.35 **Chair's closing remarks**
Senior Parliamentarian
- 10.35 - 11.00 Coffee
- 11.00 - 11.05 **Chair's opening remarks**
Senior Parliamentarian
- 11.05 - 11.45 **Widening the socio-economic value of live: affordability, engagement and inclusion**
Councillor Huw Thomas, Leader, Cardiff Council
Lyndsey Jackson, Director of Operations, Edinburgh Festival Fringe Society
Helen Marriage, Chief Executive Officer and Artistic Director, Artichoke
Questions and comments from the floor
- 11.45 - 11.55 **Case study: new ways of experiencing live**
Max Alexander, Chief Executive Officer, Secret Cinema
- 11.55 - 12.55 **Competing for audiences and driving sector innovation: technology, partnerships and ticketing**
Tom Fiddian, Innovation Lead, Creative Economy, Innovate UK
Paul Reed, General Manager, Association of Independent Festivals
Elaine Bedell, Chief Executive, Southbank Centre
Stuart Galbraith, Chief Executive Officer, Kilimanjaro Live
Dr Timothy Jung, Director, Creative AR & VR Hub, Manchester Metropolitan University
Questions and comments from the floor with **Max Alexander**, Chief Executive Officer, Secret Cinema
- 12.55 - 13.00 **Chair's and Westminster Media Forum closing remarks**
Senior Parliamentarian
Peter van Gelder, Director, Westminster Media Forum