

Westminster Media Forum Keynote Seminar: The UK creative industries in the international market

Date: 29th November 2010

Venue: Sixty One Whitehall, London SW1A 2ET

Agenda subject to change

- 8.45 - 9.00 Registration
- 9.00 - 9.05 **Chairman's opening remarks**
Ian Murray MP, Member, All-Party Parliamentary BBC Group
- 9.05 - 9.45 **The UK creative industry brand internationally: performance and image**
Is it a good time to be involved in the UK creative industries? What is the level of UK exports in TV, music, film, video games and fashion? What are the factors that make UK creative exports competitive? How are the UK creative industries viewed in international markets? What do these markets want, and what will future demand look like? Who are our main competitors in these sectors, and how are they doing? What are the factors that have underpinned international success by our competitors: content, marketing nous, the investment climate, government support? As well as content, what are the competitive methods of marketing, distribution and payment that work for international sales? How does this compare with how things are done in the UK?
Alan Ogston, Senior Consultant, Oliver & Ohlbaum Associates
Richard Exon, Chief Executive Officer, Rainey Kelly Campbell Roalfe/Y&R
Questions and comments from the floor
- 9.45 - 10.15 **Exporting content & representing the UK – the view from BBC Worldwide**
Prospects and challenges faced by producers in selling their work internationally, and the role of BBC Worldwide as an exporter and as a representative of UK media globally.
David Moody, Director of Strategy, BBC Worldwide
Questions and comments from the floor
- 10.15 - 11.05 **New approaches to marketing UK creativity internationally: collaborating to punch above our weight?**
What current structures exist for the international marketing of UK music, TV, cinema, video games and fashion? How effectively are these arrangements working: in terms of international sales, and for the various parties involved? What are the success stories in the creative industries and why have they worked? What are the lessons that can be learned from these successes? Where are the new opportunities for collaboration? What can we learn from our competitors?
Alex Caccia, President, Ideaworks Labs
Miles Bullough, Head of Broadcast and Development, Aardman Animations
Richard Wilson, Chief Executive Officer, TIGA
Andy Bryant, Director, Creative, Red Bee Media
Julia Payne, Director and Co-founder, the hub
Questions and comments from the floor
- 11.05 - 11.10 **Chairman's closing remarks**
Ian Murray MP, Member, All-Party Parliamentary BBC Group
- 11.10 - 11.35 Coffee
- 11.35 - 11.40 **Chairman's opening remarks**
Mike Weatherley MP, Member, All-Party Parliamentary Film Industry Group
- 11.40 - 12.05 **New approaches to marketing UK creativity internationally**
A fresh look at how the UK can achieve greater international success for its creative output.
David Graham, Chief Executive Officer, Attentional
Questions and comments from the floor
- 12.05 - 12.55 **Next steps: securing the future for UK creative exports and a fair deal for all**
The UK Culture Secretary, Jeremy Hunt MP, recently said that the UK creative industries are in danger of "providing the creativity whilst the rest of the world makes the money". Where does the money go from UK exports of TV, music, film, video games and fashion – who are the winners and losers and what is the effect on the UK economy and on the UK creative sectors, now and into the future? How does the situation in the UK compare with competitor economies? What do the UK creative industries need to thrive in the future: from investors and other businesses, from government, and from within the creative industries themselves? What will be the effect of changes to the structures that support elements of the creative industries, such as the winding down of the UK Film Council?
John McVay, Chief Executive, Pact
Phil Hunt, Co-Managing Director, Bankside Films
Anthony Akenhoff, Chief Executive Officer and Co-founder, Frukt Communications
Kerry Taylor, Acting Senior Vice President & Director of Television, MTV Networks UK & Ireland
Richard Price, Chairman, The Performance Company and Director, DCD Media
Questions and comments from the floor
- 12.55 - 13.00 **Chairman's and Westminster Media Forum closing remarks**
Mike Weatherley MP, Member, All-Party Parliamentary Film Industry Group
Thomas Raynsford, Senior Producer, Westminster Media Forum