

Westminster Media Forum Keynote Seminar: New approaches to marketing the UK creative industries internationally

Date: 20th October 2010

Venue: Central London

Draft agenda subject to change

- 8.45 - 9.00 Registration
- 9.00 - 9.05 **Chairman's opening remarks**
Senior Parliamentarian
- 9.05 - 9.45 **The UK creative industry brand internationally: performance and image**
Themes: 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 and Ohlbaum
Richard Exon, Chief Executive Officer, RKCR/Y&R
Peter Bazalgette, Former Creative Officer, Endemol and Deputy Chairman, English National Opera
Questions and comments from the floor
- 9.45 - 10.10 **Exporting content & representing the UK – the view from BBC Worldwide**
Theme: 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 and Managing Director, Digital Media, BBC Worldwide
Questions and comments from the floor
- 10.10 - 10.55 **New approaches to marketing UK creativity internationally: collaborating to punch above our weight?**
Themes: 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?
Miles Bullough, Head of Broadcast and Development, Aardman
Mark Duguid, Senior Curator, BFI National Archive
Alex Caccia, President, Ideaworks Labs
Julia Payne, Director, The Hub
Senior representative, broadcaster
Senior representative, video games
Questions and comments from the floor
- 10.55 - 11.00 **Chairman's closing remarks**
Senior Parliamentarian
- 11.00 - 11.30 Coffee
- 11.30 - 11.35 **Chairman's opening remarks**
Senior Parliamentarian
- 11.35 - 12.00 **New approaches to marketing UK creativity internationally: thoughts from the independent production sector**
Theme: A fresh look from one of the UK's leading independent production companies at how the UK can achieve greater international success for its creative output.
Gary Carter, Chief Operating Officer, FremantleMedia
Questions and comments from the floor
- 12.10 - 12.55 **Next steps: securing the future for UK creative exports and a fair deal for all**
Themes: 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
Richard Price, Chairman, The Performance Company and Director, DCD Media
Gillian Baker, Head, Creative & Media Content Team, UK Trade & Investment
Phil Hunt, Co-Managing Director, Bankside Films
Senior representative, content owner
Questions and comments from the floor
- 12.55 - 13.00 **Chairman's and Westminster Media Forum closing remarks**
Senior Parliamentarian
Thomas Raynsford, Senior Producer, Westminster Media Forum