

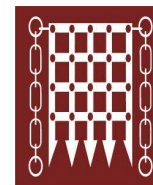
Westminster Media Forum Keynote Seminar:

The UK fashion industry - digital strategies, IP, international competitiveness and policy priorities

Timing: Morning, Tuesday, 12th April 2016

Venue: Glaziers Hall, 9 Montague Close, London SE1 9DD

Agenda subject to change



WESTMINSTER
MEDIA FORUM

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chair's opening remarks**
Lord Purvis of Tweed, Secretary, All-Party Parliamentary Group on Fashion and Textiles
- 9.05 - 9.15 **Latest consumer trends in the UK fashion retail market**
Tamara Sender, Senior Fashion Analyst, Mintel
- 9.15 - 9.25 **Meeting the needs of the omni-channel consumer**
John Vary, Innovation Manager, John Lewis
- 9.25 - 9.35 **Fashion, retail and technology: creative collaboration and avenues for growth**
Matthew Drinkwater, Head, Fashion Innovation Agency, London College of Fashion
- 9.35 - 9.55 Questions and comments from the floor
- 9.55 - 10.40 **The revival of the high-street fashion store**
With online and mobile business booming, what are the best approaches to ensuring that physical outlets play a complimentary role in the overall retail experience - such as offering fast-track collection services for online purchases and engaging digital features? Which of the latest developments in-store technologies hold the greatest potential for unlocking untapped revenue sources in the physical retail space - including engaging consumers through their own devices with location-based special offers; the installation of Wi-Fi and Bluetooth technology, personalised 3D printing services; and multi-sensory demos?
Sarah Weller, Managing Director London, Mubaloo
Mark Denton, Head of Retail Propositions, BT Expedite
Richard Danks, Head of Strategy, Portas Agency
Questions and comments from the floor
- 10.40 - 10.45 **Chair's closing remarks**
Lord Purvis of Tweed, Secretary, All-Party Parliamentary Group on Fashion and Textiles
- 10.45 - 11.15 Coffee
- 11.15 - 11.20 **Chair's opening remarks**
Lord Purvis of Tweed, Secretary, All-Party Parliamentary Group on Fashion and Textiles
- 11.20 - 12.05 **The fashion workforce - the Apprenticeships Levy, digital skills and growing start-ups**
In light of the Apprenticeship Levy announced in the Chancellor's Autumn Statement, how can concerns expressed over quality assurance and the impact of increased pressures on employers be addressed? With the skill-sets required of the fashion workforce continually evolving in response to new technologies and strategies, how should higher education institutions go about widening courses to combine design, business and digital units to enhance the employability of fashion students? What role can the private sector and social enterprise play going forward to support the next generation of talent and grow their profile through collaboration with educators, competitions and exposure? Are developments in retail and marketing technologies hindering or empowering small businesses in the sector, and what support mechanisms could be put in place to help SMEs capitalise on commercial opportunities in the digital space?
Jenny Holloway, CEO, Fashion Enter
Virginia Grose, Course Leader and Principal Lecturer, School of Media, Arts and Design, University of Westminster
Martine Jarlgaard, Founder and Creative Director, Martine Jarlgaard London
Dan Simmons, Head of Partnerships, Creative Skillset
Questions and comments from the floor
- 12.05 - 12.35 **Design rights management in the digital age**
An overview of latest developments in modernising design rights services online; for reducing barriers for established and start-up fashion businesses to protect and maximise their intellectual property; and how developments in technology are impacting the fashion industry - both positively and negatively - with particular emphasis on image-sharing on social media, wearable tech and 3D printing.
Lynda Adams, Deputy Director of Designs, Intellectual Property Office
Iain Stansfield, Partner and Head of Commercial Group, Olswang
Questions and comments from the floor
- 12.35 - 12.55 **Policy priorities for the UK fashion industry**
Adam Mansell, Chief Executive Officer, UK Fashion and Textile Association (UKFT)
Questions and comments from the floor
- 12.55 - 13.00 **Chair's and Westminster Media Forum closing remarks**
Lord Purvis of Tweed, Secretary, All-Party Parliamentary Group on Fashion and Textiles
Peter van Gelder, Director, Westminster Media Forum