

## Westminster Media Forum Keynote Seminar: The UK film industry

Timing: Morning, Wednesday, 18<sup>th</sup> April 2012

Venue: Central London

Draft agenda subject to change

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chairman's opening remarks**  
Rt Hon Kevin Barron MP, Chair, All-Party Parliamentary Film Industry Group
- 9.05 - 9.15 **The state of the UK film industry**  
*With international awards success for British films such as Slumdog Millionaire and The King's Speech, as well as British actors, directors and talent more widely, is this a 'golden period' for UK cinema? What are the next steps for policymakers and industry to encourage greater collaboration between producers and distributors and the wider export of British films, develop a UK film 'brand' and improve film education? What lessons can be taken from recent successes, and what impact, if any, does global success of a British film have on the UK industry more widely?*  
Jeremy Michaels, Consultant, Oliver and Ohlbaum Associates
- 9.15 - 9.25 **Key points from the film policy review**  
Senior speaker to be announced
- 9.25 - 10.20 **The new movie market**  
*What are the commercial opportunities in the shift from ownership of a physical format to accessing film content on demand? How far will 3D be able to compensate for a decline in DVD sales? With cinema theatres hosting live music concerts, sporting fixtures and other event content to boost attendance and following the UK film policy review's recommendations for developing the film audiences through measures like a British Film Week and support for independent and rural cinemas, what are the next steps for the industry and policymakers to expand cinema audiences for film?*  
Lavinia Carey, Director General, British Video Association  
Tim Richards, Chief Executive, Vue Entertainment  
Ben Keen, Chief Analyst, IHS Screen Digest  
Phil Clapp, Chief Executive, Cinema Exhibitors' Association  
Simon Morris, Chief Marketing Officer, LOVEFILM  
Barrie Woolston, Commercial Sales Director, Broadcast and Media, Arqiva  
Questions and comments from the floor with Jeremy Michaels, Consultant, Oliver and Ohlbaum Associates
- 10.20 - 11.10 **Talent, training and the 'brain drain' – securing the foundations for the UK film industry**  
*What is the perception of a career in film – e.g., are careers other than acting and directing readily understood, and paths to jobs clearly defined? Are universities, colleges and schools doing enough to encourage talent and deliver the right people for the film industry and what are the prospects for the UK film policy review's recommendations for unifying film careers advice and training initiatives? To what extent is there a brain drain of British talent to the US and internationally and why? What impact is the brain drain having on the talent pool here and what are the options for keeping writers, directors and actors in the UK to grow British cinema?*  
Nik Powell, Director, National Film and Television School  
Katherine Butler, Senior Commissioning Executive, Film4  
Andrew Chowns, Chief Executive, Directors UK  
Caroline Norbury, Chief Executive, Creative England  
Jeff Allen, Managing Director, Panavision  
Questions and comments from the floor
- 11.10 - 11.15 **Chairman's closing remarks**  
Rt Hon Kevin Barron MP, Chair, All-Party Parliamentary Film Industry Group
- 11.15 - 11.40 Coffee
- 11.40 - 11.45 **Chairman's opening remarks**  
Richard Harrington MP
- 11.45 - 11.55 **The BFI and the funding of UK film**  
*With the BFI now charged with funding British film, what should be its priorities and how will it build on the work of the Film Council? How will funding be allocated and what will be the criteria – e.g., should more be done to fund the films that are likely to make money, or should funding go to films that would not get funding otherwise?*  
Amanda Nevill, Chief Executive, British Film Institute
- 11.55 - 12.55 **Government and the public policy priorities for supporting British film**  
*What should be the priorities for Government after the film policy review? How can Government address the market failures preventing the creation of a more successful and fully-integrated British film industry? How should Lottery and Grant-in Aid funding be allocated to support growth? With plans by Pinewood Shepperton for significant investment, including offering studio space and financing up to 20% of production, halted by planning restrictions, is bureaucracy preventing private funding? With sterling weak against the dollar and producing an attractive proposition for studios to base production here, what steps can be taken to ensure the UK remains a destination of choice? Is the market there for the UK to produce solely financed blockbusters? How can the challenges of financing films with European investment, e.g. language and exchange rates, be overcome? With Film London taking on responsibility for attracting nationwide inward investment, how can locations in the nations and regions be supported?*  
Andrew Smith, Group Director, Corporate Affairs, Pinewood Shepperton  
Christine Langan, Head of BBC Films, BBC  
Adrian Wootton, Chief Executive Officer, Film London and British Film Commission  
Michael Cowan, Joint Managing Director, Spice Factory, and Joint Chief Executive Officer, Stealth Media Group  
Questions and comments from the floor with Amanda Nevill, Chief Executive, British Film Institute
- 12.55 - 13.00 **Chairman's and Westminster Media Forum closing remarks**  
Richard Harrington MP  
Thomas Raynsford, Senior Producer, Westminster Media Forum