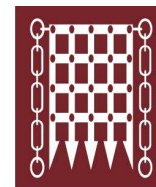


**Westminster Media Forum Keynote Seminar:
Growth in the UK creative industries and priorities for the Industrial Strategy**

Timing: Morning, Thursday, 7th September 2017

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 - 9.15 **The role of the creative industries in the Industrial Strategy**
John McVay, Member, Creative Industries Council; Chair, Creative Diversity Network and Chief Executive, Pact
- 9.15 - 10.05 **Key perspectives on safeguarding the sector's future: skills, funding and SMEs**
What more can be done to grow the UK's talent pipeline, such as creating clear and targeted career pathways from a young age with a joined-up industry approach to education and training; investment in technical education and advancing the STEAM agenda; and designing an immigration framework which ensures the UK is in the position to continue to attract world class talent post-Brexit? How can the sector better understand and utilise digital methods of data collection to measure and predict skills gaps and needs? What further support can be provided to SMEs, micro-businesses and the freelance workforce in terms of professional training, access to finance and investment in physical and digital infrastructure?
Caroline Norbury, Chief Executive Officer, Creative England
Andrew M. Smith, Chair, Buckinghamshire, Thames Valley LEP; Corporate Affairs Director, Pinewood Studios and Member, Film Skills Council
Senior commentator
Questions and comments from the floor with **John McVay**, Member, Creative Industries Council; Chair, Creative Diversity Network and Chief Executive, Pact
- 10.05 - 10.50 **Unlocking the sector's commercial potential and utilising technology**
What are the most promising options for creative businesses to develop new customer bases and routes to market, and to maximise the value of their IP rights, and how might policy develop to support this - particularly in providing new opportunities to create, innovate, and experiment with IP? What role can data play in assisting innovation, marketing and customised services - and what further opportunities are there for alliances and integration with the tech sector?
Anthony Walker, Deputy Chief Executive Officer, techUK
Dr Jo Twist, Chief Executive Officer, Ukie
Alistair Law, Head of UK Policy, Sky
Questions and comments from the floor
- 10.50 - 10.55 **Chair's closing remarks**
Senior Parliamentarian
- 10.55 - 11.20 Coffee
- 11.20 - 11.25 **Chair's opening remarks**
Senior Parliamentarian
- 11.25 - 11.35 **A global outlook - supporting the UK creative industries in international markets**
Sue Bishop, Director, Creative, Consumer and Sports Economy, DIT
- 11.35 - 12.35 **Building the sector's export capabilities and fostering future trade relationships**
What should be the roles of creative businesses, their partners and supporters and government - and their priorities - for mitigating the potential impact of Brexit on the sector - with a particular focus on access to markets, regulatory frameworks and IP protection? How might support for exports need to develop, including trade missions, improving the sharing of information from central government to regional bodies, and encouraging creative clusters and alliances in high-priority markets? What more can be done to attract inward investment for the sector across the UK?
Caroline Rush, Chief Executive, British Fashion Council
Richard Williams, Chief Executive Officer, Northern Ireland Screen
Stephen Woodford, Chief Executive, Advertising Association
Phil Stokes, Partner and Lead, UK Entertainment and Media, PwC
Questions and comments from the floor with **Sue Bishop**, Director, Creative, Consumer and Sports Economy, DIT
- 12.35 - 12.55 **Policy priorities for supporting the creative industries**
Andrea Young, Director of Broadcasting, Media and the Creative Industries, DCMS
Questions and comments from the floor
- 12.55 - 13.00 **Chair's and Westminster Media Forum closing remarks**
Senior Parliamentarian
Peter van Gelder, Director, Westminster Media Forum