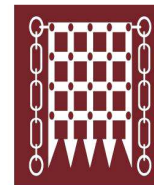


**Westminster Media Forum Keynote Seminar:
Priorities for maintaining growth in the UK music industry post-Brexit - tech innovation, skills
and international competitiveness**

Timing: Morning, Tuesday, 28th November 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 UK music sector: markets, trends and challenges**
Senior analyst
- 9.15 - 9.25 **Supporting the sector's export capabilities and accessing new global markets**
Phil Patterson, Music Industry Specialist, Department for International Trade
- 9.25 - 9.45 Questions and comments from the floor
- 9.45 - 10.50 **The digital landscape - opportunities, industry relationships and the impact of new technology**
How well is the sector adapting to streaming and other shifts in the way music is consumed? How do digital services and platforms, and others in the industry, need to continue to evolve in order to maintain growth and boost trade, for instance utilising Big Data to personalise services and marketing campaigns, and what challenges might the incoming GDPR (General Data Protection Regulation) bring? What might be needed from the policy and regulatory framework to address concerns regarding the impact across the value chain of the rise of digital consumption and the proliferation of platforms and changes in the relationships between those who create, own and invest in music? What advances in technology, including the widened adoption of Blockchain, could provide a more transparent, streamlined system for distribution and rights? How are other new technologies being developed for use in the music industry - including AI and VR - likely to affect the future of composition, video production, and fan engagement? What are the opportunities for technology to be used more effectively to grow the talent pipeline and support brand development - particularly in terms of discovering new talent, facilitating commercial partnerships, and working with tech start-ups and businesses to develop creative content and campaigns for emerging artists?
John Enser, Partner, CMS
Alison Wenham, Chief Executive Officer, Worldwide Independent Network
John Mottram, Public Affairs Manager, PRS for Music
David Glick, Chief Executive Officer and Founder, Edge Investments
Senior representative, streaming
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 - 12.35 **Key Brexit challenges and opportunities and the sector's role in the UK's Industrial Strategy: skills, trade and attracting inward investment**
What role should the music industry play in the development of a creative industries sector deal for the UK's Industrial Strategy, and what are the key sector priorities - particularly around IP, exports and the talent pipeline? As the UK negotiates a new trading relationship with the world, what is needed from policy to enable the sector to expand into new markets - particularly in terms of export support and resources, freedom to trade and a strong copyright framework? What should be the next steps for the sector, businesses within it, and policymakers to help develop and spread the skills required to support sector growth - and how should the music and education sectors work together on music, production and commercial learning and training, the provision of careers advice, and addressing digital skills gaps? With concerns over the sector's ability to attract and retain world-class talent during and after Brexit, what are the key industry priorities for reforming the UK's visa and immigration strategy and how should it be approaching advocacy to policymakers? What are the key challenges the sector faces in attracting inward investment for the development of UK businesses and creators, and what further public sector support is needed - particularly in terms of fiscal policy, infrastructure and targeted support to meet potential individual European funding gaps?
Deborah Annetts, Chief Executive, Incorporated Society of Musicians
Nick Beach, Academic Director, Trinity College London
Senior speaker, record label
Senior speaker, artist
Senior speaker, publisher
Questions and comments from the floor
- 12.35 - 12.55 **Next steps for maintaining growth in the UK music sector post-Brexit**
Jane Dyball, Chief Executive Officer, MPA Group of Companies
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