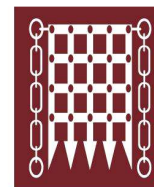


**Westminster Media Forum Keynote Seminar:
Next steps for the UK music industry - monetisation, policy challenges and the future of live**

Timing: Morning, Tuesday, 12th July 2016

Venue: Sixty One Whitehall, London SW1A 2ET



**WESTMINSTER
MEDIA FORUM**

Agenda subject to change

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chair's opening remarks**
Pete Wishart MP, Co-Chair, All-Party Parliamentary Group on Music
- 9.05 - 9.15 **An overview of latest trends in the global music market**
Jonathan Ford, Director, Entertainment & Media Practice, PwC
- 9.15 - 9.25 **The UK music industry: commercial opportunities and policy challenges**
Jane Dyball, Chief Executive Officer, MPA Group of Companies
- 9.25 - 9.35 **'The legal landscape: will a future independent UK policy framework help or hinder the music industry?'**
John Enser, Partner and Head of Music, Olswang
- 9.35 - 9.50 Questions and comments from the floor
- 9.50 - 10.45 **The next stage in the digital evolution of music consumption and monetisation**
Simon Cole, Chief Executive Officer, 7digital
Ian Penman, Partner, New Media Law and Director, SynchTank
John Mottram, Head of Policy and Public Affairs, PRS for Music
Amelle Berrabah, Artist
Questions and comments from the floor
- 10.45 - 10.50 **Chair's closing remarks**
Pete Wishart MP, Co-Chair, All-Party Parliamentary Group on Music
- 10.50 - 11.15 Coffee
- 11.15 - 11.20 **Chair's opening remarks**
Lord Clement-Jones
- 11.20 - 11.55 **Brand investment and collaboration in the UK music industry**
Jordan Kensington, Chief Executive Officer, Invincible Group and Founder, Urban Music Awards
Paul Shulver, Head of Music Sponsorship, O2, Telefónica
Questions and comments from the floor
- 11.55 - 12.35 **The future for grassroots music - talent identification, creative partnerships and live venues**
How well is the investment landscape working for music talent development and where do the greatest commercial and creative growth opportunities lie, particularly for partnerships within the multi-channel space? What are the most notable developments in the way online streaming platforms are being used to aid the discoverability of emerging artists as the opportunities for accessing free music online narrow? With many music venues across the UK being either closed or under threat of closure, how should local authorities, industry and central Government collaborate going forward to ensure their future contribution to music talent development and wider urban economies? In light of the recent amendment to the "agent of change" principle within the Government's Planning Bill, what further role can central government play in assisting efforts to protect grassroots music venues - such as relaxing of planning regulations, increasing statutory protections and offering reduced business rates?
Conrad Withey, Chief Executive Officer, Instrumental
Paul Broadhurst, Senior Cultural Policy Officer, Music, Greater London Authority
Kevin McManus, Creative & Digital Investment Manager, Invest Liverpool
Vick Bain, Chief Executive Officer, British Academy of Songwriters, Composers & Authors (BASCA)
- 12.35 - 12.55 Questions and comments from the floor
- 12.55 - 13.00 **Chair's and Westminster Media Forum closing remarks**
Lord Clement-Jones
Amy Cutter, Producer, Westminster Media Forum