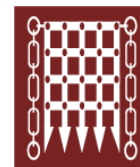


## Westminster Media Forum policy conference:

### Priorities for the UK creative industries - growth, the workforce and international trade

Timing: Morning, Tuesday, 5<sup>th</sup> December 2023

\*\*\*Taking Place Online\*\*\*



WESTMINSTER  
MEDIA FORUM

*Draft agenda subject to change*

- 8.30 Registration
- 9.00 **Chair's opening remarks**  
**Lord Mendoza**
- 9.05 **Achieving the ambitions of the Creative Industries Sector Vision**  
**Sir Peter Bazalgette**, Chair, Creative Industries Council  
Questions and comments from the floor
- 9.40 **Priorities for the creative industries workforce now and going forward**  
**Heather Carey**, Director, Work Advance; and Research Lead, Creative PEC
- 9.50 **Career opportunities and workplace culture - priorities for education and sector accessibility, progression and quality of work, developing skills for the future, enhancing diversity, and tackling bullying and discrimination**  
**Anna Hatfield**, Head of Media and Content, Public Policy, Amazon  
**Gregor White**, Co-Director and Principal Investigator, InGAME Dundee  
**Ade Rawcliffe**, Director of Creative Diversity, ITV  
**Caroline Parkinson**, Director of Creative, Edinburgh Futures Institute
- 10.10 Questions and comments from the floor
- 10.50 Break
- 11.00 **Priorities for UK creative industry research, innovation and use of AI and other new technologies**  
**Tom Fiddian**, Head of AI & Data Economy Programmes, Innovate UK  
**Tracy Harwood**, Professor of Digital Culture, Institute of Creative Technologies, De Montfort University  
Questions and comments from the floor
- 11.35 **Strengthening the global positioning of the UK creative industries - priorities for policy and regulatory frameworks, funding, inward investment, and supporting exports**  
**Jamie Sergeant**, Global Chief Executive Officer, Crowd  
**Lara Carmona**, Director of Policy and Engagement, Creative UK  
**Phil Hughes**, Founder, Digital Creator Association  
**Professor Christopher Smith**, Executive Chair, Arts and Humanities Research Council
- 12.00 Questions and comments from the floor
- 12.30 Break
- 12.35 **Next steps for policy to support the development, sustainability and resilience of the UK creative industries**  
**Alastair Jones**, Deputy Director for the Creative Industries, Department for Culture, Media and Sport  
Questions and comments from the floor
- 12.55 **Chair's and Westminster Media Forum closing remarks**  
**Lord Mendoza**  
**Holly Atwell**, Senior Researcher, Westminster Media Forum