

**Westminster Media Forum policy conference:
Priorities for the UK creative industries - growth, the workforce and international trade**

Timing: Morning, Tuesday, 5th 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, Public Policy Manager, 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
- 10.40 **Chair's closing remarks**
Lord Mendoza
- 10.45 Break
- 10.55 **Chair's opening remarks**
Senior Parliamentarian
- 11.00 **Priorities for UK creative industry research, innovation and use of AI and other new technologies**
Asha Easton, Knowledge Transfer Manager, Immersive Technologies and Experiences, Immerse UK
Tracy Harwood, Professor of Digital Culture, Institute of Creative Technologies, De Montfort University
Questions and comments from the floor
- 11.25 **Supporting growth in the creative industries - priorities for government and the sectors within the creative industries**
Senior representative, industry
- 11.40 **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**
Senior Parliamentarian
Peter van Gelder, Director, Westminster Media Forum