



Programme*

- 9.00am **Registration**
- 9.30am **Opening remarks**
Professor Christopher Smith, Executive, Arts and Humanities Research Council
Compere: Caroline Meaby, consultant
- 9.40am **Keynote from Sir Peter Bazalgette**
- 10.00am **The State of Creativity: the story so far and the future of policy for the sector**
Tom Adeyoola, entrepreneur
Hasan Bakhshi, director, Creative Policy and Evidence Centre
Leonie Bell, director, V&A Dundee
Lord Neil Mendoza, commissioner for cultural recovery and renewal
Sara Pepper, director of creative economy, Cardiff University
- 10.40am **Talent and Skills in the creative industries - How can we optimise the impact the creative workforce can make to the creative economy?**
Lesley Giles, director, Work Advance (Chair)
Prof Ruth McElroy, head of school arts, culture and language, University of Bangor
Robert Specterman-Green, Director, Media & Creative Industries, DCMS
Tolu Stedford, CEO, Story Compound
Ekaterina Travkina, Coordinator, Culture, Creative Industries and Local Development, OECD
- 11.20am **Coffee**
- 12.00pm **Welcome back**
- 12.05pm **Creative Industries and the Climate Emergency**
Carys Taylor, director of Albert at Bafta (Chair)
Neil Cowling, founder, Fresh Air Production

Bernard Hay, head of research, Design Council
Love Ssega, artist, climate change activist
Alison Tickell, founder and CEO, Julie's Bicycle

12.45pm

International policy: trade, migration, soft power and diplomacy

John Newbiggin OBE (Chair)
Eliza Easton, deputy director, Creative Industries Policy and Evidence Centre
Prof Giorgio Fazio, professor of macroeconomics, Newcastle University
Rehana Mughal, global director, creative economy, British Council

1.25pm

Keynote address

Tracy Brabin, Mayor of West Yorkshire

1.45pm

Lunch

2.45pm

Welcome back

2.50pm

The future of levelling up our creative nation

Bruce Tether, professor of innovation management and strategy Manchester Business School (MBS), University of Manchester (Chair)
Prof Paul Moore, director of creative industries future screens NI, Ulster University
Caroline Norbury, CEO, Creative UK
Lara Ratnajara, cultural consultant
Dr Josh Siepel, associate professor of management, University of Sussex

3.30pm

Making the case for creativity - measuring the value of arts and culture

Fran Sanderson, director arts and culture investment and programmes, Nesta (Chair)
Ruth Claxton, artist
Rishi Coupland, head of research and insight, BFI
Gerwyn Evans, deputy director, Creative Wales
Harman Sagger, head economist for arts, heritage and tourism, DCMS

4.10pm

Lightning presentations

The future of public service broadcasting

Speaker to be confirmed

R&D and Innovation

Chris Michaels, advisor and consultant to the cultural and creative industries

IP and regulation

Martin Kretschmer, Professor Intellectual Property Law and director of CREATE,
University of Glasgow

4.40pm

Creative performance

Max McKenzie, spoken word artist

4.55pm

Conclusions and reflections from compère

5.00pm

Drinks reception

6.30pm

End of event

*** This programme is subject to change including times and speakers.**