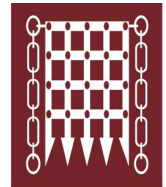


Westminster Media Forum policy conference

Next steps for developing the UK creative industries - identifying and delivering research priorities, collaboration and investment, and dealing with the impact of the COVID-19 pandemic

Timing: Morning, Tuesday, 16th June 2020

Taking Place Online



WESTMINSTER
MEDIA FORUM

Draft agenda subject to change

- 8.30 Registration
- 9.00 **Chair's opening remarks**
Rt Hon the Lord Foster of Bath, Vice Chair, All-Party Parliamentary Media Group
- 9.05 **Where next for the UK's creative industries?**
Jon Zeff, Independent Consultant and Chair, Advisory Board, The Creative Industries Policy and Evidence Centre (PEC)
- 9.15 **Growing the creative economy: examining the Creative Industries Cluster Programme so far**
Professor Andrew Chitty, Challenge Director: Audience of the Future, UKRI and Creative Economy Champion, Arts and Humanities Research Council
- 9.25 Questions and comments from the floor
- 9.45 Break
- 9.50 **Key priorities for research - utilising latest insights and identifying knowledge gaps, widening evidence base to inform policymaking, and making the case for investment**
Eliza Easton, Head of Policy Unit, The Creative Industries Policy and Evidence Centre (PEC)
Professor Ben Walmsley, Professor of Cultural Engagement and Director, Centre for Cultural Value, University of Leeds
Tamara Cincik, Chief Executive Officer and Founder, Fashion Roundtable
Julia Lamaison, Head of Research and Statistics, British Film Institute
Questions and comments from the floor
- 10.45 **Chair's closing remarks**
Rt Hon the Lord Foster of Bath, Vice Chair, All-Party Parliamentary Media Group
- 10.50 Break
- 11.00 **Chair's opening remarks**
Professor Ben Walmsley, Professor of Cultural Engagement and Director, Centre for Cultural Value, University of Leeds
- 11.05 **Driving innovation throughout the UK - intellectual property protection, and access to talent, business development support and finance**
Rayyan Mughal, Associate, Marks & Clerk
Fiona Latter, Creative Enterprise Scale-Up Programme Lead, West Midlands Combined Authority
Sean Taylor, Project Director, InGAME: Innovation for Games and Media Enterprise and Member, International Game Developers Association
Josh Burge, Investment Manager, Edge Investments
Questions and comments from the floor
- 12.05 Break
- 12.10 **Positioning the UK at the forefront of creative innovation and sustaining sector growth - key priorities going forward**
John Newbiggin, Ambassador for the Creative Industries, Cultural Leadership Board, Mayor of London and Chair, International Advisory Council, The Creative Industries Policy and Evidence Centre (PEC)
Gerwyn Evans, Deputy Director, Creative Wales, Welsh Government
Questions and comments from the floor
- 12.55 **Chair's and Westminster Media Forum closing remarks**
Professor Ben Walmsley, Professor of Cultural Engagement and Director, Centre for Cultural Value, University of Leeds
Michael Ryan, Deputy Editor, Westminster Media Forum