

14 June 10-10:40 AM

CT 1 Introducing 'CreaTech' - where creativity meets technology

CreaTech' marries creative skills and emerging technologies to produce new ways of engaging audiences. Embracing technologies such as virtual reality, AI and 5G, CreaTech opens up new cultural possibilities as well as opportunities for growth and investment. With world-class creative industries contributing £116 billion in annual GVA to the UK economy (pre-pandemic), The Creative Industries Council — a forum bringing together government and industry — believes the UK can be at the forefront of the CreaTech revolution.

- **Dr Jeremy Silver**, CEO Digital Catapult and CIC R&D and Innovation Lead
- **Caroline Dinenage MP**, Minister of State for Digital and Culture, DCMS
- **Stephen Kelly**, Chair, Tech Nation

14 June 11:00-11:40 AM

CT2 The CreaTech Report 2021

UK CreaTech companies raised nearly £ 1 bn in venture capital investment in 2020, up 22% on 2019, and ahead of the £ 846m raised by Energy Tech in the same period, according to a new report commissioned by the Creative Industries Council and produced by Tech Nation. The level of investment into CreaTech suggests that the UK is emerging as a global centre of excellence. A second stage of this research, launched at CogX 2021, examines CreaTech's impact on UK employment, job roles and skills and projects the future potential of this dynamic UK growth story.

- **Janet Hull**, IPA Director of Marketing Strategy and CIC CreaTech Lead
- **George Windsor**, Head of Insights, Tech Nation
- **Diana Akanho**, Senior Insights Manager, Tech Nation

14 JUNE 12:00-12:40 PM

CT3 Creative industries on 5G

The high-bandwidth low-latency technologies promised by 5G are likely to radically disrupt the Creative Industries, transforming the production, distribution and consumption models as well as the content creation. In this session we explore the potential of 5G and hear about innovative trials, exciting projects and ideas for the future.

- **Emily Savage**, Immersive and Creative Sector Lead, Digital Catapult
- **Jamie Gosney**, Commercial Director, Sanosphere
- **Sam Field**, Director of Creative Technology, RYOT Studio, Verizon Media

14 June 1 PM

CT3b OLD VIC: IN CAMERA

OLD VIC: IN CAMERA was a new artistic initiative created by The Old Vic in response to the pandemic when, following closure, income dropped by almost 90% overnight. As an independent charity, the theatre needed a way to ignite box office income and embarked on an exciting creative experiment that saw a series of socially distanced performances streamed live across the globe from the iconic Old Vic stage with the empty auditorium as a backdrop. In this session you will hear how The Old Vic reinvented the theatre experience and stayed connected with audiences during COVID-19.

- **TBC (moderator)**
- **Harriet Mackie**, Marketing & Commercial Director, The Old Vic
- **Joanna Down**, Producer, The Old Vic

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14 JUNE 2:00-2:40 PM

CT4 How is fast fashion becoming slow fashion?

Since 2000 clothing production has doubled, but 85% of textiles end up in landfill, and fashion production itself contributes to 10% of humanity's carbon emissions. This session explores the radical new technology bringing sustainability to textile development, changing consumer habits and bringing accountability to the sector.

- **Anne Marie Curtis**, *Founder*, Calendar Magazine
- **Arizona Muse**, *Model & Environmentalist*
- **Professor Jane Harris**, *University of the Arts*
- **Sojin Lee**, *Founder & CEO*, Toshi (tbc)

14 JUNE 3:00-3:40 PM

CT5 AI Poetry and performative architecture

The UK Pavilion at the Expo 2020 Dubai is a performative structure that uses artificial intelligence to create poetry. The Pavilion will feature an illuminated "message to space" made up of a continuous AI-generated poem, which builds on the word contributions from visitors. In this session we'll dive into the potential role of AI technologies on the creative process, from architecture to the written and spoken word.

- **Guy Gadney**, *CEO & Founder*, Charisma AI
- **Steve Austen-Brown**, *Creative Director*, Avantgarde
- **Judith Palmer**, *Director*, Poetry Society

14 JUNE 4:00-4:40 PM

CT5b CreaTech Clusters : the key to global growth

West London is one of the most important global clusters for creative industries. Not only does it have an incredible history of media and innovation, it also has a competitive advantage, with superior connectivity, major studios, international screen corporates, a strong ecosystem and in-demand talent. We hear from The Digital Creative Network West, on how they aim to foster and promote collaboration and accelerate innovation between the creative and technology sectors and support their digital creative ecosystem to better compete with emerging hubs.

- **Bill Boler**, *Partnerships Director*, Great West Creatives (moderator)
- Panellists

14 JUNE 5:00-5:40 PM

CT6 From here to the Metaverse

Our future in virtual worlds is closer than you think. They will impact our economy, how we work and how we live. The coming revolution will begin to recalibrate how we think of ourselves and our identities, offering a vast opportunity to supplement our everyday reality and how we connect with others. Watch Herman Narula and Ben Vickers explore what a virtual world is, the vast opportunities they open up to society, work and the arts and how close we are to the tipping point.

- **Herman Narula**, *CEO*, Improbable VIRTUAL
- **Ben Vickers**, *CTO*, Serpentine Gallery

14 JUNE 6:00-6:40 PM

CT6b Bridgerton: Innovating beyond TV

The Netflix series "Bridgerton" was the biggest-ever debut for an original series on the streaming service with a global audience of 82 million in its first 2 weeks. Since then we have seen that Bridgerton is more than just a series but a worldwide phenomenon with a TikTok Musical and challenges, a behind-the-scenes podcast and more. In this session, we look at what has led to this success, and what might come next.

- **Elizabeth Diaferia**, *Senior Advisor at Creative Industries Trade and Investment Board*, DIT, DCMS
- **Alan Vallance**, *CEO*, RIBA
- **Caroline Rush**, *British Fashion Council*

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15 JUNE 10-10:40 AM

CT7 The future of social media: why it is driven by China

What's the next big thing in social media? A question all brands want the answer for first. The easiest way to predict the future is to look to China. Its unparalleled, complex social media landscape has features and uses most Western platforms can only dream of. Let your mind be blown by the possibilities coming our way and how we can prepare for the inevitable live commerce and social retail. Learn why we should harness user generated power and build our own capabilities on social media by forming communities rather than borrowing reach.

- **Arnold Ma**, *Founder & CEO*, Qumin
- **Becky Zhu**, *Senior Trade and Investment Officer*, DIT Shanghai
- **Momo Estrella**, *Head of Digital Design*, IKEA China

15 JUNE 11-11:40 AM

CT8 CreaTech in advertising: what's hot? What's not?

As tech platforms proliferate and digital increases its slice of the advertising pie, the tools and techniques available to agencies and brands are expanding daily. But what works best for brands? And where to draw the line between pursuing what's new and shiny, and staying true to the brand core. Join the hottest two creative shops in tech and the biggest challenger agency in the UK to explore what's hot, and what's not.

- **Aisling Conlon**, *Advertising UK Lead*, UK Advertising Export Group at the Advertising Association
- **Caitlin Ryan**, *VP EMEA Creative Shop*, Facebook, Instagram & Oculus
- **Melanie Wong**, *Global Head of Planning*, VCCP
- **Neil Boorman**, *European Head of Creative Lab*, TikTok

15 JUNE 12-12:40 PM

CT9 Marketing Reimagined: Liberating Creativity Through Tech

The collision of tech and creativity has transformed the way Volvo and its marketing partner WPP create advertising. Digital workflow, automated image manipulation, drone filming, camera to cloud ... all of these technologies have enabled globally dispersed teams to collaborate on stunningly produced content informed by a universal and dynamic understanding of the consumer. In this conversation, Stephan Pretorius, CTO of WPP, will be joined by pioneers from Volvo, Microsoft and Framed IO to discuss how they re-imagined marketing.

- **Stephan Pretorius**, *CTO*, WPP

15 JUNE 1-1:40 PM

CT9B NFTs and the future of digital art

NFTs have created a new infrastructure for producing and collecting art. This session brings together diverse voices in the art industry to understand the multifaceted and potentially disruptive effects of crypto-art. They will also discuss how tech and data is shaping artistic production and consumption, and the role NFTs could play in the democratisation of art.

- **Andrea Baronchelli**, *theme lead on economic data science*, Turing Institute
- **Wenny Teo**, *Specialist in modern and contemporary art*, Courtauld Institute of Art
- **Mazdak Sanni**, *Founder & CEO*, Avantarte

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15 JUNE 2-2:40 PM

CT10 Dream

Dream is a live performance set in a virtual midsummer forest, inspired by Shakespeare's *A Midsummer Night's Dream*. By using motion capture as the culmination of cutting edge research and development, the collaboration between major theatre companies explores how audiences could experience live performance in the future, in addition to a regular visit to a performance venue.

- **Sarah Ellis** - *Director of Digital Development*, Royal Shakespeare Society
- **Gabrielle Jenks**, *Curator and Executive Producer*, Manchester International Festival
- **Eleanor Whitely**, *Executive Producer*, Marshmallow Laser Feast

15 JUNE 3-3:40 PM

CT11 New platforms for music

Roblox is an online community where every day an average of 42.1 million people gather virtually to play, create, consume entertainment and explore millions of immersive worlds with their friends. Game platforms like Roblox and Fortnite are establishing themselves as the new gathering places: online worlds for connection and entertainment. In this session, we dive into the metaverse as a new world for music, and explore the views of a record company on what the future holds for the music and video game industry.

- **Stuart Dredge** (Editor in Chief at Music Ally) as moderator
- **Jonathan Vlassopoulos** *VP, Global Head Of Music*, Roblox
- **Oana Ruxandra** *Chief Digital Officer & EVP, Business Development*, Warner Music Group

15 JUNE 4-4:40 PM

CT11b Designing Impact

Internationally acclaimed Swiss designer and entrepreneur Yves Béhar (Founder & CEO, fuseproject) and this year's Serpentine Pavilion architect, Sumayya Vally (Founder, Counterspace Studio) join Boster Group CEO, Susan Boster, to talk about the future of sustainability and designing for social good in their own practices and in the buildings, products, and spaces that transform our everyday human experiences

- **Susan Boster**, *CEO*, Boster Group (moderator)
- **Yves Béhar**, *Founder*, fuseproject
- **Sumayya Vally**, *Founder*, Counterspace Studio / Serpentine Pavilion architect

15 JUNE 5-5:40 PM

CT12 Playing for the Planet

Games are played by 40% of the global population. Has the collective mega power of game started to make a dent on global issues? And where does the industry stand in making change and collaborating for positive impact? Hear from thought leaders in the industry, who are revolutionising our screens so they're not only a source of entertainment, but a force for positive change

- **Jude Ower MBE**, *CEO* of Playmob and *co-founder* of Playing for the Planet
- **John Hanke**, *CEO*, Niantic
- **Ikka Paananen**, *CEO*, Supercell

15 JUNE 6-6:40 PM

CT12b Artists spotlight: Nile Rodgers & Jack Savoretti

Nile Rodgers is the co-founder of CHIC and the Chairman of the Songwriters Hall of Fame. Nile's productions for artists like David Bowie, Diana Ross, and Madonna have sold over 500 million albums and 75 million singles worldwide. Jack Savoretti, is an English acoustic singer, songwriter, and musician. His songs are also part of series like *Grey's Anatomy* and *Sons of Anarchy*, and he regularly cooperates with Nile Rodgers. This conversation will explore the role of tech, the future of music, and the views of two fascinating artists.

- **Nile Rodgers**, music icon
- **Jack Savoretti**, singer/songwriter

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16 JUNE 10-10:40 AM**CT13 The value of STEAM: creativity and technology in the post-pandemic world**

Open, original and optimistic, Festival UK* 2022 is an unparalleled experiment in cross-sector creative ambition. Ten acts of mass public engagement – each blending creativity, innovation and technology – will inspire millions and act as catalyst to a wider conversation about the critical role of creativity in society, as we meet and tackle the challenges of a post-digital, post-pandemic world. In this session, we will discuss the extraordinary potential of cross-sector collaborative practice.

- **Sam Hunt**, *Programme Director*, Festival UK* 2022 - chair
- **Claire Doherty**, *Artistic Director, founder Director*, Situations and Associate Director, National Theatre Wales
- **Devraj Joshi**, *designer and technology strategist*
- **Dr. Anne-Marie Imafidon MBE**, *CEO & Co-founder*, Stremettes

16 JUNE 11-11:40 AM**CT14 UK CreaTech R&D: The Network Effect**

Advanced creative technologies including AI stand to transform the value chain of the UK creative industries from content production to distribution and dissemination. Using open research and startup data with data science methods this new research commissioned by ARHC UKRI and conducted by the Creative Industries Policy and Evidence Centre identifies research trends, actors and networks at the technological cutting edge of the UK's creative industries.

- **Professor Andrew Chitty**, *Challenge Director: Audience of the Future and Creative Industries Clusters Programme*, UKRI AHRC
- **Juan Mateos-Garcia**, *Director of Data Analytics*, Nesta and Creative Industries Policy and Evidence Centre
- **Martha Bloom**, *Research Fellow in Innovation and the Creative Industries*
- **Maria Tanjala**, *Co-founder*, FilmChain

16 JUNE 12-12:40 PM**CT15 What will the Olympics look like in ten years' time? How esports and technology are changing the face of sport**

E-sports and Formula E are defining a new era of sports; captivating fans and changing the entire way we view 'athletes'. This session looks at how tech will evolve the traditional sports fan experience, how it has impacted the Olympics over time, and where it will take Games in the future.

- **Sol Rogers**, *Chair of the Immerse UK Advisory Board and founder/CEO of immersive experience company*, REWIND
- **James Dean**, *MD of ESL UK, the world's biggest esports league and co-founder of Weavr*
- **Hannah Brown**, *Chief Strategy and Business Development Officer at Formula E, the all-electric motorsport championship, and co-founder and advisor to Ata Football*

16 JUNE 1-1:40 PM**CT15b Portals into the Metaverse**

We are on the edge of an exciting transition in entertainment where the lines between gaming, music, fashion, art and technology are being blurred. In this session we will look at some exciting new ventures that offer a portal into the metaverse, by developing collectible goods for use in gaming and virtual worlds.

- **Inder Phull**, *CEO/Founder*, Pixelynx
- **Robby Yung**, *CEO*, Animoca Brands (to be confirmed)

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16 JUNE 2-2:40 PM

CT 16 Around the world in 1800 seconds

Investment in digital media, martech, media-tech and related areas has experienced significant change over the last year. As we all look forward to hopefully a safer and more stable economy, we look at the world's investor community's focuses, as well as the Covid fallout. Our panel of investment specialists and investors take you on a whistle stop tour of the world to hear what's at the forefront of investors' minds in order to give you an unfair advantage when it comes to planning the sale of your business, or preparing for a round of growth capital.

- **Esther Carder**, *Partner*, Moore Kingston Smith (moderator)
- **Damian Ryan**, *Corporate Finance Partner*, Moore Kingston Smith
- **Patrick Rozario**, *Managing Director – Advisory Services*, Moore Hong Kong
- **Olivier Barbeau**, *Managing Partner*, Moore Johannesburg
- **Jennifer Mailhes**, *Partner*, Doeren Mayhew

16 JUNE 3-3:40 PM

CT17 Storytelling reinvented

How has technology transformed storytelling and immersive content creation? What opportunities does it open up to innovative creators? In this session, we see examples of storytelling reimagined and hear a discussion on emerging trends in content creation unlocked by advanced digital technologies.

- **Jessica Driscoll**, *Head of Technology* - Immersive, Digital Catapult
- **Karl Woolley**, *Global Real -Time Director*, Framestore

16 JUNE 4-4:40 PM

CT 17b How Epic Games takes us from Real to Unreal

Over the last few years, Epic Games has become much more than a games company, with Hollywood using the game engine for digital sets and city planners for digital twin projects. Sallyann Houghton's 'Real2Unreal' gives us a condensed history of Epic Games, how its technology is impacting the world's industries, and how it will impact all of our viewing habits.

- **Sallyann Houghton**, *Business Development*, Epic Games London Innovation Lab

16 JUNE 5-5:40 PM

CT18 Tech vs media rules: time for a level playing field

- **David Wheeldon**

16 JUNE 6-6:40 PM

CT18b New ways of seeing: the cultural pathways for the next 10 years

The digital world has played a major role in broadening the boundaries of what is considered art. Can new technology also result in increased engagement, making arts audiences more diverse and making sure artists profit from their work? In this session we discuss new ways of seeing, with a view of culture in the next ten years.

- **Katy Wickremesinghe**, *Founder*, KTW & The Wick
- **Lord Ed Vaizey**, *Member of the House of Lords*
- **Tim Marlow**, *OBE, Chief Executive & Director* of the Design Museum
- **Suhair Khan**, *Lead of Strategic Projects*
- **Jonathan Yeo**, *British Contemporary Artist*

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