CreaTech at London Tech Week 2021

Final Programme (virtual agenda access link here)

UK meets Asia Pac

8 – 8.45 AM

Introducing CreaTech: The CreaTech Report

Janet Hull OBE, Lead CIC CreaTech & IPA Director of Marketing Strategy

in conversation with

George Windsor, Head of Insights, Tech Nation

Hear the findings of the first global study of its kind, providing evidence of a £1 billion VC investment in UK CreaTech, global competitiveness and the opportunity for international collaboration.

9 – 9.45 AM

CreaTech in China

Becky Zhu, Senior Trade and Investment officer of Creative Industries and Advertising Champion, DIT Shanghai

in conversation with

Joanne Yin, Head of International, International Culture-tech Industry Cluster, Shanghai

Enjoy a showcase of the winners of the new Global Creative Technology Design Award (www.globalcreatechaward.com) from China which aims to create a premier B2B global network where professionals in the digital, creative and culture industries can exchange, and collaborate with each other.

10 – 10.45 AM

Mapping CreaTech R&D and Innovation

Presentation

Andrew Chitty, Creative Clusters Challenge Director, AHRC UKRI *(Chair)*
Juan Mateos-Garcia, Director of Data and Analysis, Nesta and CIC Policy and Evidence Centre Champion
Martha Bloom, Research Fellow in Innovation and the Creative Industries and Doctoral Researcher at the Science Policy Research Unit (SPRU) at the University of Sussex

Be among the first to hear new research commissioned by AHRC and conducted by PEC which identifies trends, actors and networks at the technological cutting edge of the UK's creative industries. This session also reports on collaboration with China.

11.00 AM – 12.00 PM

Round table (invitation only)

Lord Grimstone of Boscobel, **Minister** for **Investment** jointly at the Department for International Trade and the Department for Business, Energy & Industrial Strategy hosts a round table discussion with

Janet Hull, CIC CreaTech
Nigel Jones, DIT Creative Specialist
Mike Bartley, DIT Head of Creative Industries and FDO

and invited FDI guests

UK meets Europe

12.00 – 12.10 PM

The future of the UK Creative Industries and the role of CreaTech

Keynote

Caroline Dinenage MP, Minister of State for Digital and Creative Industries, Department of Digital, Culture, Media and Sport

The Minister outlines a future vision of renewal and recovery.

12.10 – 12.50 PM

CIC CreaTech Ones to Watch 2021 – Official Launch

Presentation

Janet Hull, Lead CIC CreaTech & IPA Director of Marketing Strategy
Amanda Kamin, Chief Marketing Communications Officer, Digital Catapult
Michelle Marks, Head of Creative Strategy, Facebook EMEA
Rob Husband, Partner, Moore Kingston Smith

A round up of this year's winning companies, collaborations and projects breaking new ground where creativity meets technology.

1.00 – 1.45 PM

Industry Perspectives on CreaTech Ones to Watch 2021

Panel

Alexandra Green, CIC CreaTech Ones to Watch & IPA Project Manager
Julian Douglas, International Chair, VCCP & IPA President
Louise Conolly-Smith, Head of Creative, London & Partners

Members of our selection panel explore the 2021 innovations and insights.

2.00 – 2.45 PM

Focus on Music – CreaTech Ones to Watch Showcase

Panel

Casandra Strauss, Director of Innovation & Special Projects, BPI (Chair)
Ryan Edwards, CEO & Co-Founder, Audoo
Chantal Epp, Founder, ClicknClear
Tersha Willis, Founder, terrible*
Joshua Jacobson, Co-Founder Feed
Xann Schwinn, Co-Founder & CEO, The Choral Hub

Hear how CreaTech is problem-solving in the music industry

3.00 – 3.45 PM

Focus on Funding – CreaTech Ones to Watch

Panel

Sam Whitear, Creative Industries Lead, The Growth Company (Chair)
Parveen Dhanda, Former Head of Programmes Tech Nation (Chair)
Beck Gadsby, Co-Founder, Inside Theatre
John Cassy, Founder & CEO, Factory 42
Kate Dimbleby, Creative Producer, Stornoway.io

Hear how CreaTech companies, from start-ups to scale-ups, are benefiting from UKRI, VC, and Private Equity investment to accelerate their growth

4.00 – 4.45 PM

Focus on Export – CreaTech Ones to Watch Showcase

Panel

Mark Leaver, Former DIT Specialist (Chair)
Cat Botibol, Strategy & Marketing Director, Swamp Motel
Richard Mann, CEO, Dragonfly AI
Kaye Dunnings, Creative Director, Lost Horizon

Hear the winning strategies of CreaTech companies who are taking their businesses international

5.00 – 5.45 PM

Focus on Talent – CreaTech Ones to Watch Showcase

Panel

Jessica Driscoll, Head of Immersive Technology, Digital Catapult
Mel Rodrigues, Founder, Gritty Talent
Tanuvi Ethunandan, Co-Founder & CEO, Data Duopoly
Emmanuelle Spriet, Owner & CEO, E-Voyages

Hear how diversity and inclusion can take CreaTech companies to the next level

UK meets USA

6.00 – 6.45 PM

The Metaverse Challenge

Panel

Sol Rogers, Founder & CEO Rewind (Chair)
Jenna Seiden, Vertically Coastal Consulting
Nick Fellingham, Co-Founder & CEO, Condense Reality
Tony Currie, Creative Director, Imagination

Like the space race the metaverse is exciting multiple players and strategies.
How might it all pan out, and what are the opportunities for CreaTech businesses?

7.00 – 7.45 PM

What's next for CreaTech?

Panel

Brian Baglow, Founder & Director, Scottish Games Network and Producer, Beyond Games (Chair)
Anthony Karydis, Founder & CEO, Mativision
Ando Eniwumide, Happaning
Emma Powell, Designer, Air Giants
Charles Hambro, CEO, QEEIQ

Hear how convergence, monetisation and fan engagement are already reshaping the future.