

## **C&binet Forum 2009: 'Nurturing Creative Content in the Digital Age'**

26-28 October, The Grove

### **Monday 26 October - Evening**

#### **Opening discussion**

Led by Stryker McGuire, contributing editor, Newsweek, joined by Rt Hon Ben Bradshaw MP

#### **Peer2Peer**

Led by Tim Suter

How to convince consumers not to illegally share files.

#### **The Creative Economy in 2010: a showcase**

Introduced by David Rowan, editor, Wired (UK)

### **Tuesday 27 October - Morning**

#### **Welcome address and panel discussion**

Siôn Simon MP, joined by business leaders involved in c&binet

#### **Jean-Bernard Lévy, CEO, Vivendi**

Keynote address

#### **Main session 1: Creative Infrastructure**

Led by David Rowan, editor, Wired (UK)

#### **Rt Hon David Lammy MP,**

Keynote Address: Copyright the Way Ahead

### **Afternoon**

#### **Elio Leoni-Sceti, Chief Executive, EMI Music**

Keynote address

#### **Main session 2: Free Content – beat it or join it?**

Led by Robert Andrews, editor, paidContent:UK

#### **Main session 3: Scale, Risk & Investment – how do we build business capacity?**

Led by Patrick McKenna, CEO, Ingenious Media

#### **Main session 4: Structures for International Regulation**

Panel discussion with Rick Cotton, executive vice president and general counsel, NBC Universal, Neil Berkett, chief executive, Virgin Media, Daniel Sandelson, Partner, Clifford Chance

### **Wednesday 28 October - Morning**

#### **Rt Hon Lord Mandelson**

Keynote address

#### **Shorts: The Digital Advertising Landscape**

Matt Brittin, managing director, Google UK

#### **Main session 5: Advertising on digital platforms**

Matt Brittin, managing director, Google UK, Laurence Green, chairman, Fallon London, Spencer Hyman, internet entrepreneur and former COO of Last.fm, Lorraine Heggeseey, chief executive, Talkback Thames and Dharmash Mistry, general partner, Balderton Capital.

#### **Shorts: Diagonal Thinking**

Results from the first year of a pioneering study to understand how creative business potential is distributed in the UK

Liz Nottingham, director, Starcom Mediavest Group & Chair, IPA People Management Group

#### **Main session 6: Creating Opportunity**

Led by Martin Bright, political commentator and chair, New Deal of the Mind

### **Afternoon**

#### **Main session 7: What next for C&binet?**

Led by Rt Hon Ben Bradshaw MP

#### **Closing comments**

Event close

**This agenda is subject to change**

### **Fringe Programme - 27 & 28 October**

Dates, times and additional sessions to be confirmed, but will include discussions on:

#### **Management**

##### **Led by the Ashridge Business School**

Creative business leaders' key challenges are not unique.

What can we learn from each other and from other sectors to equip management in the creative industries for success?

#### **Valuing Talent**

How can we build better markets to value the market rate for creative talent? What are the best remuneration models?

How should revenues from new income streams be shared

through the creative industry production chain?

#### **Influence**

##### **Led by Rory Sutherland, vice chairman & creative director, Ogilvy and president, IPA**

The creative industries have huge cultural influence – we must win the hearts and minds of consumers, rather than legislate against them.

#### **Loyalty**

##### **Led by Paul Bennett, managing partner Europe & chief creative officer, IDEO**

In a digital age, with almost infinite content, how can creative businesses build a loyal relationship with the consumer?

#### **BBC - Future Technology**

A hands on demonstration of future BBC technology platforms, looking at how independent companies will be able to use them to produce and distribute content.

#### **Kids**

##### **Led by Jocelyn Stevenson, creative director, TT Animation**

Children are the ultimate early adopters. What can we learn from creative businesses designing for kids in terms of economics and ethics – and how can we serve the next generation better?

#### **Newspapers**

##### **Led by Philipp Nattermann, head of media, McKinsey**

News and comment is a public good but is it a commodity? What is the right way forward for news organisations?

#### **Brands & Content**

##### **Led by Jack Horner, founder and creative director, Fruk Music**

We're all multi-platform content producers now. What are the best models for IP owners to extend their ideas in to new mediums: Joint ventures? In-house development? Licensing?

#### **Frontiers: UK**

##### **Led by Simon Evans, Director, Creative Clusters**

As the digital economy grows, the industrial map of the UK is being redrawn. Big cities are competing fiercely to establish their creative credentials. Smaller towns face even bigger challenges. Leading entrepreneurs discuss the shape of a UK-wide industrial strategy for the creative economy.

#### **Government Intervention**

##### **Led by the Producers Alliance for Cinema and Television (PACT)**

Successful government intervention – what can the creative industries learn from UK independent television production?