

## Creative and Digital Economy: A New Fusion 30 March 2012 - ORIENTATION and AGENDA

Dear colleagues,

We are looking forward to welcoming you on Friday. If for any reason, you can't attend, please email [david.dowe@ictktn.org.uk](mailto:david.dowe@ictktn.org.uk) as soon as you can. We can then release your place to one of the many people on the waitlist.

This is very much a working event where we want to exchange as much expert knowledge as possible and involve as many of us as we can in discussion to feed into the agenda for the Connected Digital Economy Catapult.

Innovation is our core focus - we will address questions such as:

- How will new forms of innovation happen which fuse diverse creative and ICT skill sets and approaches?
- Who should be involved and what new approaches to collaboration involving researchers, practitioners and entrepreneurs, are needed?
- What are going to be the next key trajectories of the creative and digital economy and how do we unleash the necessary talent and expertise to put the UK at the forefront of them.

### **Shape of the event**

We are adopting an appropriately innovative approach in bringing together a highly diverse range of experts (academic, creative practice and business), many of whom would not necessarily encounter one another in the normal course of their work.

We are adopting this approach in line with the understanding that new fusions and networks need to be established and boundaries of knowledge and expertise disrupted.

But this does require us all to be willing to exchange across these boundaries, focus on avoiding jargon and making our knowledge and concerns accessible to others, and challenge our own thinking.

We will begin with a series of introductory and expert presentations, then have some general discussion in groups around tables, followed by two panels, Creative Ideas and Creative Practice, where a number of key issues identified earlier can be explored in some more depth and discussion.

We anticipate a productive and interesting afternoon, which will feed into further related follow-up events.

### **Our Agenda**

13.00 Arrival with light lunch

13.45 Welcome and introduction Frank Boyd (Creative Industries KTN) and Prof. Gillian Youngs (University of Wales, Newport)

14.00 Hasan Bakshi, NESTA/Creative Industries KTN

14.20 Prof. David Gauntlett (University of Westminster)  
<http://www.westminster.ac.uk/about-us/directory/gauntlett,-david>

14.40 Discussion and identification of key issues

15.10 Coffee

15.30 Creative and Digital Ideas Panel chaired by Gillian Youngs

16.00 Creative and Digital Practice Panel chaired by Frank Boyd

16.30 Closing plenary discussion

17.00 Close

Frank Boyd (Creative Industries KTN), David Dowe (ICT KTN), Gillian Youngs (Institute of Advanced Broadcasting, University of Wales, Newport)