

The Programme

GREAT Week Creative Industries

Monday, 7th September

Delegate travel and arrival in Milan

Tuesday, 8th September (UK House, Palazzo Giureconsulti, Piazza dei Mercanti)

Youth of Today, Future of Tomorrow

A thought-leadership conference with leading British brands and expert practitioners outlining digital innovation projects in education and entertainment for children and young people

08:15 - 09:15	Registration in Atrio Colonne with Welcome Refreshments & Networking
09:30 - 10:00	<p>Keynote Opening Youth of Today, Future of Tomorrow</p> <p>Speakers: Lord Puttnam, Film Producer and Educationalist, UK Parliament Dianora Bardi, Vice President, Centro Studi ImparaDigitale</p>
	<p>Innovation in Education This session explores how education - both formal, classroom-type experiences and informal learning - is being transformed by digital technology married to creative innovation.</p>
10:00 - 11:30	<p>Case Studies: Stimulating Creativity: Dan Efergan, Digital Group Creative Director, Aardman Animations and Martin Peacock, Director English Product Development, British Council Apps, Engagement and Education: Paul Robert Hutson, Education Director, Night Zookeeper Educational VoD: Chris Matthews, Vice President, International Partnerships, Discovery Education Second Screen: Marc Goodchild, Director & Co-Founder, SyncScreen.tv UK & Italy Collaboration: Agostino Santoni, CEO, Cisco Italy and President, Assinform</p> <p>Followed by Panel and Q&A: Learning - The Future Moderator: John Kent, Lambent Productions</p>
11:30 - 12:00	Coffee & Networking Break
	<p>Funding the Future Traditional revenue models and income streams are undergoing a seismic change caused by digital. This session will explore new opportunities, in funding and support.</p>
12:00 - 13:00	<p>Case Studies: Awesome Ads - Revenue and Responsibility: Dylan Collins, CEO, SuperAwesome UK Creative Tax Incentives: Oli Hyatt, Chairman, Blue-Zoo Animation Studio Publishing, Broadcasting & Licensing Crossovers: Neal Hoskins, Director, WingedChariot on Behalf of the Bologna Children's Bookfair Digital Area Kriss Baird, Senior Account Manager, Innovate UK</p> <p>New International Perspectives Panel: Content buyers describe their needs and outline the potential for new market opportunities. Moderator: Gina Fegan, Screen & Digital Media Specialist, UK Trade & Investment</p>
13:00 - 14:00	Networking Lunch
	<p>Cross-Platform Brand Extension Increasingly, brands are seeking to extend across multiple platforms. The potential rewards are huge, but so are the potential costs. This session explores the opportunities and pitfalls.</p>
14:00 - 15:25	<p>Case Studies: Digital Cultural Engagement: Paul Bennun, Chief Creative Official, Somethin' Else Bridging Generations and Engaging with the Experience Economy: Jens Bachem, Partner, Little Big Partnership Extending Your Brand: Gary Pope, Director, Kids Industries Extending the British Museum into the Kids Media Space: Chris Michaels, Head of Digital and Publishing, British Museum</p> <p>Followed by Panel and Q&A: Extending Your Brand Moderator: Gary Pope, Director, Kids Industries</p>

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	<p>Digital Safety The web should be safe for children. But what does that mean? Can the industry self-regulate and how do we achieve consistency of approach to children's rights and the responsibilities of platform and content providers online?</p>
15:25 - 15:35	<p>Keynote: The EU and Kids Online Security Speaker: Stefano Quintarelli, Chair of the Steering Committee of the Government Agency for Digital Italy and Italian Member of Parliament</p>
15:35 - 15:55	<p>Panel & Q&A: Rights and Responsibilities in the Digital Domain Moderator: Greg Childs, Editorial Director, The Children's Media Conference Speakers: Stefano Quintarelli, Chair of the Steering Committee of the Government Agency for Digital Italy and Italian Member of Parliament Marc Goodchild, Director & Co-Founder, SyncScreen.tv Dylan Collins, CEO, SuperAwesome</p>
15:55	Close
16:00 - 16:15	Coffee & Networking Break
16:15 - 18:00	1-2-1 Meetings
18:00 - 20:00	VIP Networking Reception

Wednesday, 9th September

Delegates are also welcome to join the Attractions, Museums and Major Cultural Projects Conference at UK House, followed by a visit to the World Expo on Thursday, 10th September

10:00	<p>GREAT Week Creativity Expo Visit Enjoy a visit to Milan Expo 2015, the world's most prominent exhibition, themed around 'Feeding the Planet, Energy for Life'. Running for six months from May to October 2015, the Expo will attract an expected 20 million visitors from all over the world.</p> <p>You will gain fast track entry to the UK Pavilion which explores how the UK is a hive of innovation and creativity helping to feed the planet.</p>
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Thursday, 10th September

Delegates depart