

**EMBARGOED UNTIL 11 AM UK BST ON MONDAY 20<sup>TH</sup> MAY, 2019**

## **CREATECH 2019 BRINGS TOGETHER ‘ONES TO WATCH’ AND INDUSTRY LEADERS TO DEFINE GROWTH OPPORTUNITY**

Breakthrough innovators will share the spotlight with industry leaders and Government when Createch 2019 re-defines opportunities for businesses to grow through the interaction of creativity and technology.

The unveiling of a unique ‘Createch 50 Ones to Watch’ list is expected to be a highlight of the Createch 2019 conference held at London’s Code Node on **11<sup>th</sup> June**, as part of London Technology Week.

Compiled by innovation research specialists Springwise with support from London & Partners and Digital Catapult, the list features 50 promising businesses that are transforming products, services and experiences through creative and technological inventiveness.

The list draws on a new thinking to be shared at the Createch event that identifies **immersive entertainment, transformational experiences, seamless service** and **personalised tools** as key potential growth areas and orientation points for organisations looking to benefit from the increasing intersections between creativity and technology.

This model shapes the choice of speakers and topics in a full programme of content sessions and networking opportunities.

Kicked off with an introduction by **Tim Davie, CEO of BBC Studios and Co-Chair of the Creative Industries Council (CIC)**, the first part of the day will feature:

- **Rewind**, the award-winning virtual and mixed reality studio, on the Future of Immersive Entertainment
- **Jeremy Silver, CEO of Digital Catapult**, the technology innovation centre, will lead an industry panel discussing the best ways to collaborate on Createch innovations
- **Facebook** will discuss its ‘Hack for Good’ work supporting global hunger initiatives and other charities

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- **Margot James MP, Minister of State for Digital and Creative Industries**, will provide an overview of the continuing importance of Createch to the performance of the UK economy

After lunch, delegates will be able to engage with experts and leading edge organisations, including the AIXR (Academy of International Extended Reality) and the Alliance for Intellectual Property, in small-scale breakout sessions.

Sessions will cover funding, IP protection, development of new business streams, brand behaviour in an immersive world, personalisation, audience insights, and other subjects.

Confirmed speakers for Createch 2019 include

**Anton Christodoulou**, Group Chief Technology Officer, Imagination

**Sol Rogers**, Founder & CEO, Rewind, Chairman BAFTA Immersive Entertainment Advisory Group, Chairman Immerse UK

**Hector Macleod**, Founder & CEO, The Glassworks

**James Bidwell**, CEO, Springwise

**Matt Byrne**, UK Managing Director, Go Fast Pay

**Daniel Colaianni**, Founder & CEO, AIXR

**James Murphy**, Serial Entrepreneur

**Julie Cohen**, Founder & CEO, Across the Pond

The full programme will be announced shortly.

CIC Co-Chair Tim Davie said: *“The intersection of creativity and technology is one of the most exciting growth areas in today’s economy. Createch 2019 will provide a unique guide for anyone trying to navigate through this fast-changing landscape.”*

Now in its third year, Createch attracts a diverse and international audience of senior decision-makers, entrepreneurs, creatives, and technologists.

For the first time, this year’s Createch event will also include an invitation-only ‘Meet the Corporate’ Strand, supported by **Nike** and



organised by London & Partners, the capital's official promotional agency. This provides an opportunity for growing businesses to network with a potential corporate partner.

An invitation-only International Breakfast for decision-makers will also be hosted by **Annette King**, Chair of the Creative Industries Trade & Investment Board and CEO of Publicis Groupe UK, and **Graham Stuart MP**, Minister for Investment at the Department for International Trade.

Createtech 2019 is supported by **Facebook**, **Imagination** and **Kingston Smith**.

### **Event details**

Createtech 2019 takes place **on June 11th** from 9.30-17.30 (Registration from 08.45) at:

Code Node  
10 South Place  
London  
EC2M 7EB

Tickets cost £200+Fee & VAT. Book [now](#).

Find out more about developments in [Createtech](#).

### **Contacts**

For PR/Journalist enquiries, please contact:  
[info@thecreativeindustries.co.uk](mailto:info@thecreativeindustries.co.uk)

To enquire about the invitation-only events, please contact  
[christine@littledipper.net](mailto:christine@littledipper.net)

Twitter: [@CreativeIndsUK](#) Hashtag: **#createtech**

**ENDS**

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## **About the Creative Industries Council**

The Council focuses on areas where there are barriers to growth facing the sector, such as access to finance, skills, export markets, regulation, intellectual property (IP), diversity, and infrastructure. Council members are leading figures drawn from across the creative and digital industries including TV, computer games, fashion, music, arts, publishing and film. Visit [this page](#) for more information on the Council's role.

The website, [www.thecreativeindustries.co.uk](http://www.thecreativeindustries.co.uk), fulfils the CIC's role to promote the UK's creative industries both in the UK and abroad.