

# Creattech 2019



## AGENDA

Widely regarded as the world's leading Creattech conference and now in its third year, Creattech 2019 explores the global ecosystem of businesses blending creativity and technology to create new products, services and experiences.

# June 11

CodeNode 10 South Place London EC2M 7EB

Creattech 2019 hosted by:



Founding Partner:



Associate Partners:



With the support of:



08.00-10.45

**08.00-09.30 VIP BREAKFAST** Closed Session, Invitation Only

**INTERNATIONAL BREAKFAST**

**Annette King** *Chair Creative Industries Trade & Investment Board & Chief Executive Publicis Groupe UK*  
**Graham Stuart MP** *Minister for Investment Department for International Trade (DIT)*

An opportunity for key influencers and decision-makers in Createch, both UK and International, to debate the issues that matter for future collaboration in export and inward investment.

**CREATECH CONFERENCE**

**08.45-09.30**  
**REGISTRATION / CREATECH SHOWCASE**

**09.30-09.45**

**VISION**

**Tim Davie CBE** *Co-Chair Creative Industries Council (CIC) & CEO BBC Studios*

Createch is a fast-moving and hugely dynamic part of the UK economy. It is the catalyst of innovation, providing solutions and improving experiences. Its success is underpinned by a strong ecosystem of world-class creative talent, technology innovators, entrepreneurs, and outstanding educational institutions.

**09.45-10.15**

**THE FUTURE OF IMMERSIVE ENTERTAINMENT (Immersive Entertainment)**

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

**THE REALITY OF NEW REALITIES**

In this talk, Sol Rogers will take you through the current immersive landscape, give you a glimpse of what the future holds for VR, AR, and MR, show how and why industries are adopting immersive strategies, and discuss the factors that will drive the progression of the immersive industry.

**10.15-10.45**

**CONNECTED COMMUNITIES (Seamless Service)**

**Christina Weaver Jackson** *Innovation Policy Manager Facebook*

**HEADSET & HEART**

Commonly perceived as an entertainment or marketing medium, virtual reality's power to drive compassion and change behaviour is turning it into a tool for social good. Learn how virtual reality is transforming education, improving productivity, advancing social movements and is broadening the way we think. Oculus, owned by Facebook will share inspiring stories from VR for Good — an initiative designed to support content creators, impact innovators and inspire partners who see virtual reality as a way to make the world a better place. Learn about Creators Lab which teams up creative individuals working in the fields of 360° film and immersive media with national and international organisations that strive to shed light on important issues facing our global society.

**10.45-11.30**

**COFFEE BREAK & NETWORKING**

PARALLEL TRACK

**09.30-10.45**

**NIKE**  
**MEET THE CORPORATE**

**Matthew Hanlon**  
*Director*  
**Nike Digital**

**Peter Havelin**  
*Marketplace*  
*Development Director*  
**Nike**

Followed by pitch sessions

**INVITATION ONLY**

11.30-11.45

**MINISTERIAL ADDRESS****Margot James MP** *Minister of State for Digital & Creative Industries* **Department for Digital, Culture, Media & Sport**

11.45-12.15

**THE DEMOCRATISATION OF SPORT (Transformation Experience)****Bill Bush** *Executive Director* **Premier League**

How creative use of technology brings the experience of sport and the ability to be involved in elite sport to billions of people.

12.15-12.45

**CONNECTED SOCIETIES (Seamless Service)****Anderson Liu** *Founder & CEO* **Westwin**

East meets West — using ideas to erase cross-border barriers. The year of 2018 is a memorable one for cross-border marketing in China: when the struggle for foreign brands in China spreads, local brands are stepping up their tech games to win their consumers. This presentation will take a look at cross-border marketing's key moments in 2018, showcase the latest cross-border marketing trends in China and explain how Westwin helps foreign brands grow in new markets.

12.45-13.15

**CREATECH ONES TO WATCH****Alex Book** *Chief Strategy Officer* **Arcade****Christopher Waggott** *Co-Founder & Director* **Common Works****Kostas Koukoravas** *Founder & CEO* **Intelistyle****Vaughn McKenzie-Landell** *CEO & Co-Founder* **JAAK**

13.15-14.30

**LUNCH & NETWORKING / CREATECH SHOWCASE**

14.30-15.00

**CREATECH & COLLABORATION (Panel discussion)****Dr Jeremy Silver** *CEO* **Digital Catapult**

Panel

- **James Bidwell** *Chair* **Springwise**
- **Anna Lowe** *Co-Founder & Director of Partnerships* **Smartify**
- **Alexandre Kitching** *Co-Founder & CEO* **Lume**
- **John Cassy** *Founder & CEO* **Factory 42**

What do the best forms of collaboration look like? Are there drawbacks from collaboration and how do we protect against these?

How will Createch scale? What forms will it take; how long will it take? What will Createch look like in 3, 10, 20 years?

15.15-16.15

**15.15-16.15**

**BREAKOUT SESSIONS ROUND 1** / Select from one Session, seating will be on a first-come, first-served basis

<p><b>Session 1</b>  <b>CREATECH</b>  <b>TRANSFORMATIVE EXPERIENCES</b>  <b>— THE NEW FRONTIER</b></p>	<p><b>Session 2</b>  <b>CREATECH</b>  <b>FINANCE AND FUNDING</b>  <b>ENABLING CREATECH</b></p>	<p><b>Session 3</b>  <b>CREATECH</b>  <b>CONNECTING WITH FUTURE</b>  <b>AUDIENCES</b></p>
<p><i>Chair</i>  <b>Anton Christodoulou</b>  <i>Group Chief Technology Officer</i>  <b>Imagination</b></p>	<p><i>Chair</i>  <b>Esther Carder</b> <i>Partner</i>  <b>Kingston Smith</b></p>	<p><i>Chair</i>  <b>Alyssa Bonic</b>  <i>Head of Creative Industries</i>  <b>Digital Catapult</b></p>
<p><i>Panel</i>  <b>Rory Byrne</b>  <i>Business Director</i> <b>Imagination</b></p> <p><b>Jeremy Lindley</b>  <i>Global Design Director</i> <b>Diageo</b></p> <p><b>Katie Baron</b>  <i>Head of Retail at Trend Intelligence</i>  <i>Service</i> <b>Stylus</b></p> <p><b>Glenn Kelly</b>  <i>Head of Production</i>  <b>The Imaginarium Studios</b></p> <p>How should your brand behave in an immersive world? Technology is once again changing the way in which we communicate, work and play. Communication mediums are expanding beyond broadcast, web, mobile and live experiences, towards powerful new forms of engagement, that represents a fundamental shift in the way we consume and interact with brands.</p> <p>Immersive technology is driving the new experience frontier, and as with all new technologies, it requires a new rulebook to understand how we should behave in this multidimensional and multisensory space.</p> <p>Join us for a panel discussion to explore current challenges, solutions and how immersive technology can further help brands define its presence in this new environment.</p>	<p><i>Panel</i>  <b>Matt Byrne</b>  <i>UK Managing Director</i>  <b>FastPay</b></p> <p><b>Nick Hynes</b>  <i>Angel Investor &amp; CEO</i>  <b>Somo Global</b></p> <p><b>Mike Hayes</b> <i>Partner</i>  <b>Kingston Smith</b></p> <p><b>Natalie Graeme</b> <i>Founder</i>  <b>Uncommon Creative</b></p> <p><b>Chris Pettit</b> <i>Partner</i>  <b>Ingenious</b></p> <p><b>Paul Winterflood</b> <i>Director</i>  <b>Kingston Smith</b></p> <p>This panel is aimed at any start-up or scale-up company seeking an investment strategy to take their business international.</p>	<p><i>Panel</i>  <b>Mark Melling</b>  <i>Head of RYOT Studio EMEA</i>  <b>Verizon Media</b></p> <p><b>Dino Burbidge</b>  <i>Innovation Consultant</i>  <b>Sky Labs</b></p> <p>How are audience consumption habits changing in a digital age? How will emerging technologies such as immersive, artificial intelligence and 5G help the creative industries continue to connect with people now and in the future? And what are some of the new business models that will help future proof the sector and enable it to thrive across its value chain, from creation to distribution.</p> <p>Join us for a panel discussion with leading figures from industry and technology to debate where we think the potential is.</p>

**16.15-16.30**

**TEA BREAK**

16.30-17.30

16.30-18.30

**BREAKOUT SESSIONS ROUND 2** / Select from one Session, seating will be on a first-come, first-served basis

<p><b>Session 4</b>  <b>CREATECH</b>  <b>DEVELOPING NEW BUSINESS STREAMS</b></p>	<p><b>Session 5</b>  <b>CREATECH</b>  <b>WHAT'S IT WORTH?</b>  <b>VALUING &amp; PROTECTING IP</b>  <b>ENABLING CREATECH</b></p>	<p><b>Session 6</b>  <b>CREATECH</b>  <b>IMMERSIVE ENTERTAINMENT:</b>  <b>IF WE KNEW WHAT WE KNOW</b>  <b>TODAY</b></p>
<p><i>Chair</i>  <b>James Murphy</b> <i>ex CEO</i>  <b>Adam&amp;Eve DDB London</b>  <i>&amp; Serial Entrepreneur</i></p>	<p><i>Chair</i>  <b>Pippa Hall</b> <i>Director of Innovation and</i>  <i>Chief Economist</i>  <b>UK Intellectual Property Office</b></p>	<p><i>Chair</i>  <b>Daniel Colaianni</b>  <i>CEO &amp; Founder</i>  <b>AIXR</b></p>
<p><i>Panel</i>  <b>Julie Cohen</b> <i>CEO &amp; Founder</i>  <b>Across the Pond</b></p> <p><b>Kevin Young</b>  <i>Head of Creative Technology</i>  <b>The Mill</b></p> <p><b>Hector Macleod</b> <i>Founder</i>  <b>Glassworks</b>  <b>Dr Sue Wright</b> <i>Co-Founder</i>  <b>HeartWorks</b></p> <p><b>Lou Fawcett</b> <i>COO</i> <b>Playmob</b></p>	<p><i>Panel</i>  <b>Martin Brassell</b> <i>FRSA</i>  <i>Co-Founder &amp; CEO</i>  <b>Inngot</b></p> <p><b>Adam Whyte</b>  <i>CEO &amp; Co-Founder</i>  <b>Edge</b></p>	<p><i>Panel</i>  <b>Mary Matheson</b>  <i>Co-Founder</i>  <b>Macondo Films</b></p> <p><b>Andy Hood</b>  <i>Head of Emerging Technologies</i>  <b>AKQA</b></p> <p><b>Tom Burton</b>  <i>Head of Interactive</i>  <b>BBC Studios</b></p>
<p>Come and hear how these companies have developed their business exponential by understanding how to make use of Createch and how that has led to their own business growth.</p>	<p>You may not know it but you could be ignoring immense value in your business; the intellectual property you create.</p> <p>Hear a panel of experts who can guide you on:</p> <ul style="list-style-type: none"> <li>• How to commercialise your most valuable assets</li> <li>• The importance of understanding the value of your trademark, patent or design</li> <li>• How and when to identify and protect your intellectual property</li> <li>• How you can exploit your IP and turn it into cash</li> <li>• How technology and creativity can help drive growth using IP</li> </ul>	<p>Virtual and Augmented Reality technology is constantly evolving, new rules are being written everyday and the advancements build one upon another. With this in mind the immersive landscape is very different from where it was just a few years ago.</p> <p>In this panel we enter a metaphorical time machine and speak with specialists from across the immersive entertainment industry to talk about what they would tell themselves if they had the chance to go back, knowing what they know today.</p> <p>Learn from their past mistakes, the differences between 'then' and 'now', what surprised them the most, and how it has impacted the very experiences they are creating day to day.</p>

17.30-18.30

**DRINKS & NETWORKING**

# WHO'S WHO?



**Annette King**

CEO of Publicis Groupe UK, a role in which she oversees all Publicis Groupe agencies in the UK. She is the Chair of the Creative Industries Trade and Investment Board, which works across business and Government to build on the international success of the UK's creative sector.



**Sol Rogers**

CEO and founder of REWIND. The team uses new technologies to deliver immersive (VR/AR/MR) solutions for the world's largest companies, agencies, and brands. Sol is also the Chairman of the BAFTA Immersive Entertainment Advisory Group and the Chairman of Immerse UK, the first nation-wide network for immersive companies.



**Alex Book**

Chief Strategy Officer of Arcade, the digital practice that specialises in connecting people to place, with a particular focus on mobile augmented reality. He works across multiple sectors including culture & heritage, visitor attractions, retail, property and healthcare.



**Graham Stuart MP**

Graham has been the constituency MP for Beverley and Holderness since 2005. He was appointed Parliamentary Under-Secretary of State at the Department for International Trade in 2018. He has responsibility for promoting investment by trading partners in the UK, and for overseeing the UK's policy of investment abroad.



**Christina Weaver Jackson**

Handles public policy programmes as they relate to innovative and immersive technologies like AR and VR, bringing to life the countless societal benefits stemming from new and innovative technologies. Previously, focused on tech and privacy policy at US-based government affairs firm, The Raben Group.



**Kostas Koukoravos**

Founder & CEO of Intelistyle. Helps retailers address the needs of customers looking for styling advice by using AI to scale their personal styling team online and in-store. Previously, he led product & engineering teams across media, retail and tourism industries for companies such as Microsoft, Skype and the BBC.



**Tim Davie CBE**

Appointed as Industry Chair of the Creative Industries Council in 2018. Chief Executive of BBC Studios since 2013. Previous posts at the BBC include Director of BBC Audio & Music and Director of the BBC's Marketing, Communications & Audiences division. In 2017 Tim was appointed to the new BBC Executive Board.



**Margot James MP**

Appointed Minister of State for the Department for Digital, Culture, Media and Sport in January 2018. Margot was previously Parliamentary Under Secretary of State at the Department for Business, Energy and Industrial Strategy from July 2016 to January 2018. She was elected Conservative MP for Stourbridge in May 2010.



**Christopher Waggott**

Co-Founder and Director of Common Works — a design & technology studio exploring the intersection between art, interaction design and emerging technologies.



**Matthew Hanlon**

A creative problem solver who loves applying analytical approaches. In his third year at Nike, leading Nike Direct Digital in EMEA West, focused on editorial content & membership / CRM strategy transformation across Nike digital platforms and in Nike Direct Stores.



**Bill Bush**

Executive Director at the Premier League. Bill's responsibilities include, Intellectual Property, public policy, relations with government and EU, relations with fans and consumers, communications and the community programme. Previously Senior Advisor to the Prime Minister and Head of Research for BBC News.



**Vaughn McKenzie-Landell**

CEO and co-founder at JAAK. Following an initial spell in finance at Dow Jones, Vaughn co-founded music production group, The Arcade, before venturing into the world of Software Design and Product Development. In early 2018, he was named one of Forbes' '30 Under 30'.



**Peter Havelin**

Marketplace Development Director at Nike. During his 20 years with the brand has held numerous roles both in the UK and the EHQ. Current role is a career highlight, working across a wide range of wholesale accounts with a very progressive forward thinking team looking to create the future of retail for Nike.



**Anderson Liu**

Over 20 years experience in Telecommunications, Software and Internet. Currently serving as founder & CEO of Westwin, a leading cross-border marketing firm providing branding strategies and digital marketing solutions to help clients achieve success in China and around the world.



**Dr Jeremy Silver**

CEO of Digital Catapult, member of Creative Industries Council and British Library Advisory Council. He was Exec Chair, Semetric (acquired by Apple), advisor to Shazam, and CEO, Sibelius Software. He worked at Virgin/EMI. He wrote a book Digital Medieval and has a PhD in English Literature.

**James Bidwell**

Chair at Springwise, Co-Founder at Re\_Set and author of bestseller *Disrupt! 100 Lessons in Business Innovation* published in 2017. As a highly experienced CMO and CEO with a successful career in leading transformational change, James sits at the nexus of the disruption economy and leads on innovation strategy.

**Jeremy Lindley**

Responsible for transforming the Design capability and output of Diageo's current brands and new products worldwide. Standout projects include Johnnie Walker Blue Label, Tanqueray 10 and the creation of John Walker & Sons Diamond Jubilee, a limited edition of 60 bottles selling at £100,000.

**Matt Byrne**

The UK Managing Director of FastPay, focusing on international growth strategy as the company builds on its successful US business. Prior to FastPay, Matt led business development at MarketInvoice, joining there as an early employee. He began his career working with technology start ups in Hong Kong.

**Anna Lowe**

Co-Founder & Director of Partnerships at Smartify, a multi award-winning app named by the New Scientist as the 'Shazam and Spotify of art'. In 2019 Anna was appointed as Youth Engagement Trustee at the Tate, making her the youngest ever trustee of a UK national museum. She is also listed on the 2019 Forbes 30 Under 30.

**Katie Baron**

As head of Retail at Trend Intelligence Service, Stylus, Katie disseminates trends across retail, delivering insights on digital commerce, store design and burgeoning business practices. She's authored two books on visual culture, and is a founding member of the Digital Anthropology Lab.

**Nick Hynes**

Has established some of the most successful fast-growth digital companies of the last two decades. In 2009 he co-founded Somo with Carl Uminski, now the largest independent digital transformation business operating in the UK and East Coast USA. Formerly the founder, CEO and President of Overture Europe.

**Alexandre Kitching**

Co-founder and CEO of Lume, a VR platform to make complex data insights easily understandable and shareable. Alex is passionate about Science and Technology and holds a Masters in Engineering from Imperial College and Design from the Royal College of Art.

**Glenn Kelly**

Head of Production at The Imaginarium Studios, at the forefront of developing projects in Film, VR, MR, Games and more. Glenn is helping pave the way for what future developments in motion capture mean for these industries.

**Mike Hayes**

Tax Partner at Kingston Smith, Mike has more than 27 years' experience of advising businesses and their owners on a wide range of taxation issues. His particular focus is on business structures, share schemes and US/UK tax planning.

**John Cassy**

Founder & CEO of Factory 42, a next generation production studio creating world class content & experiences at the intersection of film & games. Projects include Dinosaurs and Robots – adventure game based mixed reality experiences. John had previous senior roles at Sky launching and running new channels and technology.

**Rory Byrne**

Responsible for Imagination's Immersive Studios development and business strategy. Extensive experience across emerging, experiential and immersive technologies across the XR landscape. Over 8 years' experience in defining, developing, articulating & proving-out transformational projects.

**Natalie Graeme**

Founded Uncommon 18 months ago. One of the only majority female founded creative studios in the UK, Uncommon is an independent creative studio building brands that people in the real world actually wish existed, either by partnering with the world's most ambitious brands or creating their own.

**Anton Christodoulou**

Group Chief Technology Officer responsible for Imagination's technology strategy and architecture; delivering unique, engaging and measurable experiences to audiences and clients, including Ford, Jaguar Land Rover, Shell and Major League Baseball.

**Esther Carder**

Over 23 years' experience advising businesses in the media and creative technology sectors, working with start ups through to international companies. Esther advises her clients on strategic growth, international expansion, employee incentives, tax planning, valuations, presale restructuring and M&A.

**Chris Pettit**

Senior Investment Director at Ingenious with 20 years' experience working as a financier, lawyer and entrepreneur in the media sector. Co-founded and ran production company Arise Pictures. His work with the Mauritian government resulted in the introduction of the Mauritius film rebate scheme.

THE UK ATTRACTED MORE THAN

£6bn

OF VENTURE CAPITAL  
FOR TECH INITIATIVES IN 2018



**Paul Winterflood**

Director in the Kingston Smith Corporate Finance team specialising in the media and creative technology sectors. Paul is passionate about helping entrepreneurs grow and realise value in their business, and has a network of contacts at acquirers and funders.



**Kevin Young**

Joined The Mill in the early days of game engine development. Recently led work on 'Screens Up', a second screen AR App for Nickelodeon, which triggers augmented reality content via live TV broadcasts. He is endlessly innovative and continues to create the best in class real-time VFX, immersive and experiential projects.



**Adam Whyte LL.M. MSc**

Founder of grassroots esports organisation, LDN UTD, and the founder of Edge, a platform that connects gamers to teams and brands using digital smart contracts. Edge's team has 30 years gaming, 20 years tech and 10 years legal experience and are uniquely positioned to solve esports' biggest pain: professionalism.



**Alyssa Bonic**

Head of Creative Industries at Digital Catapult, the UK's leading advanced digital technology innovation centre. Programmes include CreativeXR, giving the best creative teams the chance to develop immersive content, and Dimension, a world leading volumetric video and 3D capture studio.



**Hector Macleod**

Founded Glassworks in 1996 having helped build the world's first open architecture VFX facility in New York. He subsequently set up a special projects division focusing in bespoke software solutions displaying real time graphics. The division was approached by UCLH to build an echocardiography system - HeartWorks.



**Daniel Colaianni**

Chief Executive of AIXR, the independent not-for-profit trade body for immersive industries and previously executive producer of the VR Awards. Today, he is actively working with brands such as Facebook, HTC, Disney and more to bridge skill gaps, support new innovations and prepare the world for the future XR will bring.



**Mark Melling**

Leads the RYOT Studio EMEA team, the Oscar-nominated division of Verizon Media, and is the company's 5G Lead across EMEA & LATAM. RYOT Studio creates original, immersive content experiences that push the envelope through technology and innovative formats. Recently named one of Fast Company's Most Innovative Companies.



**Dr. Sue Wright MBBS FRCA FFICM**

Consultant anaesthetist at St. George's Hospital. Established and led the peri-operative echocardiography service at the Heart Hospital London where, with the Glassworks team, she co-invented the HeartWorks echocardiography simulator in 2008 which has since gained worldwide recognition and acclaim.



**Mary Matheson**

Award-winning director Mary Matheson is a pioneering VR evangelist. She directed The Female Planet, a five-part 360° series for Google and is currently directing a Climate Change series and a film on the ISIS genocide of Yazidis in Iraq. She is a YouTube Creator Lab London mentor & a judge on the 2019 VR Awards.



**Dino Burbidge**

Has a rather eclectic background, but his happy place is exploring the blurry cross-section between creativity, technology and innovation. Currently busy helping Sky create their Innovation Lab but has previously worked for the likes of Disney, BBC, Mind Candy and ad agency WCRS.



**Lou Fawcett**

Chief Operating Officer at gaming engagement platform Playmob and with over 20 years' gaming experience, is now playing for a better world. Sitting uniquely at the intersection of gaming, advertising and impact, Playmob helps purposeful brands change player behaviours, driving insight, action and impact for people and planet.



**Andy Hood**

Head of Emerging Technologies at AKQA. Founded and leads the Creative Research & Development team, specialising in rapid design and development of new digital products and services, and how new technologies can solve business and consumer problems. Featured in AdWeek's list of 'Top Creative Minds in Digital'.



**James Murphy**

Co-founded adam&eve in 2008, later merging with DDB to become adam&eveDDB, one of the UK's most successful agencies, most notable for its multi award-winning John Lewis and Foster's campaigns. High profile work includes H&M, Harvey Nichols, Google, Volkswagen. He has announced he is leaving in 2019.



**Pippa Hall**

Director of Innovation and Chief Economist at the UK Intellectual Property Office (IPO), her role is to ensure that policy development activity focuses on key issues based on evidence. Responsible for developing strategies and policies to engage business and raise awareness of the importance of intellectual property rights.



**Tom Burton**

An award winning Executive Producer and Interactive Director with a specialism in innovation and 20 years experience in the digital industry. Currently Head of Interactive at BBC Studios and founder of BBC Studios Digital unit.



**Julie Cohen**

Founder & CEO of Across the Pond, an independent creative content agency working with brands across the globe to provide culturally relevant content for each market. Originally born out of Google in 2009, it now employs 40 people with headquarters in London and offices in San Francisco and Singapore.



**Martin Brassell FRSA**

Expert on realising value from intellectual property, specialising in IP-backed financing. An author of a number of influential industry reports, he is CEO and co-founder of Inngot, an innovative online platform that helps companies identify, analyse and value their intangible assets.

**MODERATORS**



**Janet Hull OBE**

As Director of Marketing Strategy Janet leads the IPA Three Pillar Strategy (Effectiveness/Commercial/Talent). She also represents the advertising sector on the Creative Industries Council (CIC) and is Co-Producer of CIC Createch. Awarded an OBE by Prince Charles for services to the Creative Industries in the 2014 New Year Honours list.



**Christine Losecaat MBE**

CEO of Little Dipper, an international business strategy and marketing consultancy and Co-Producer of CIC Createch. With a background in music, animation and design, Christine is an Emmy award-winning producer, advising public & private sectors on global marketing and major event strategies and was awarded an MBE for services to the Creative Industries in 2016.