

Creative Growth European Conference “KNOWLEDGE TRANSFER IN THE CREATIVE SECTOR”

23-24 September, 2009
Edinburgh, Scotland – UK

Wednesday 23 September:
Edinburgh Napier University, Castle room, Craighouse Campus, EH10 5LG

9.30 – 10.00	Tea/Coffee on arrival, registration
10.00 – 10.15	Official Welcome Robin Mackenzie, Vice Principal (Research & Knowledge Transfer), Edinburgh Napier University
10.15 - 10.30	Introduction “Creative Growth” project & goals Alex Gilkison, Head of School of Arts and Creative Industries, Edinburgh Napier University
10.30 – 11.00	Findings of Interregional mapping exercise Anna Jacobson, Ostsam Regional Development Council, Sweden Maybritt Chambers, BIZart, South Denmark
11.00 – 11.20	<i>Coffee break</i>
11.20 – 13.00	Discussion round on regional findings with 1 representative from each region <ul style="list-style-type: none"> - Size and impact of Creative Industries within the regions - Specific characteristic and existing case studies - Key interests for transnational cooperation Facilitator: Chris Atton, Professor for Media and Culture, School of Arts and Creative Industries, Edinburgh Napier University
13.00 – 14.00	<i>Lunch</i>
14.00	<i>Bus transfer to The Voodoo Rooms, 19a West Register Street (city centre), Edinburgh, EH2 2AA</i>

The Voodoo Rooms, 19 West Register Street, Edinburgh, EH2 2AA

14.40 – 17.00	Creative Industries Case Study: Music Industry in Scotland
14.40 – 15.30	Support schemes for musicians in Scotland presented by the Scottish Arts Council Ian Smith, Director for Music, Scottish Arts Council Live interviews with three musicians on their support and experience Three selected Musicians from Jazz, Folk and Rock/Pop Facilitator: Olaf Furniss, Born To Be Wide Initiative / The Scotsman

15.30 – 15.45	Coffee break
15.45 – 16.35	<p>Panel discussion on characteristics, strength, weaknesses of music industry sector and its support structures in Scotland</p> <p>Ian Smith, Director for Music, Scottish Arts Council, Edinburgh Iain Hamilton, Creative Industries Director, Highlands & Islands Enterprise, Inverness Graham Weir, Director Popular Music Industries, Edinburgh Napier University Karine Polwart, Folk musician Adam Armit, Circular Records, Scottish Qualifications Agency, Edinburgh Lisa Whytock, Active Events, Glasgow Deborah Keogh, Director, Cultural Enterprise Office, Glasgow</p> <p>Facilitator: Olaf Furniss, Born to Wide Initiative / The Scotsman</p> <p>Lead Questions:</p> <ul style="list-style-type: none"> - What are the potentials of the music industry sector for Scotland? - What kind of support and training schemes exist for musicians and people starting up a business in the music sector? What is their impact? - What additional support is needed? - What can universities and education bodies do to contribute to a flourishing music industry?
16.40 - 17.00	Live performance of musicians and Closure
17.00	Participants back to hotel – break until dinner

20.15 – 22.30	<p>Dinner at Howies Restaurant, 208 Bruntsfield Place, Edinburgh, EH10 4DE</p> <p>Welcome: Robin Mackenzie, Vice Principal (Knowledge Transfer & Research, Edinburgh Napier University)</p>
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**Thursday 24 September:
Edinburgh Napier University, Castle room, Craighouse Campus, EH10 5LG**

9.00 – 9.30	Tea/Coffee on arrival
9.30 – 10.00	<p>Introductory presentation on “Knowledge transfer in the Creative Industries sector”</p> <p>Andrew Dubber, New Music Strategies / Birmingham School of Media (<i>tbc</i>)</p>
10.00 – 11.00	<p>Case studies on knowledge transfer: success factors, support mechanisms, actors involved, etc</p> <p>Facilitator: Andrew Dubber, Senior Lecturer and Research Fellow, Birmingham School of Media (<i>tbc</i>)</p> <p>Group splits into five discussion groups (five tables of 10-12 people), one case study is presented at each table by one speaker</p>

	<p>ROUNDTABLES:</p> <p>A. Film industry Prof. Robin MacPherson, Director Screen Academy, Edinburgh Napier University, Scotland</p> <p>B. Software/games Prof. Paul Harris, Director White Space , University of Abertay, Scotland</p> <p>C. Craft Ostam Regional Development Council, Sweden</p> <p>D. Architecture, design (Italy) Prof. Carlo Branzaglia, Design Centre Bologna, Italy</p> <p>E. Media Prof. Chris Atton, Media and Culture, Edinburgh Napier University</p>
11.00 – 11.30	<i>Coffee break</i>
11.30 – 12.15	Case studies on knowledge transfer II Participants choose a different table / facilitators and speakers remain
12.15 – 12.45	Roundtable facilitators report back to group
12.45 – 13.00	Closing remarks Graham Weir , Director Popular Music Industries, Edinburgh Napier University
13.00 – 14.00	<i>Lunch</i>

Edinburgh Napier University, Room 10/01, Craighouse Campus, EH10 5LG
(for Transnational partners only)

14.00 – 16.00	Creative Growth Transnational Steering Group Meeting
16.00	End of meeting

