

**Public Launch – Thursday, January 31<sup>st</sup> 2013**

**Venue:** The [Hunterian](#) Museum, University of Glasgow,  
University Avenue, Glasgow G12 8QQ

**Programme**

1700 – 1730	Arrival
1730 – 1800	Welcome by Prof. Martin Kretschmer, Director of CREATE  Speeches <ul style="list-style-type: none"> <li>• Jo Swinson MP</li> <li>• Michael Russell MSP</li> <li>• Prof. Anton Muscatelli, Principal and Vice-Chancellor, University of Glasgow</li> <li>• Prof. Rick Rylance, AHRC Chief Executive and Chair of RCUK Executive Group</li> </ul>
1800 – 1815	Keynote by Dr Frances Pinter (Social Entrepreneur & Publisher)  <i>What Digital Means</i>
1815 – 1900	Reception

**Working Conference – Friday, February 1<sup>st</sup> 2013**
**Venue:** The [Lighthouse](#), 11 Mitchell Street, Glasgow G1 3NU  
(close to Central Station, Glasgow City Centre)

0850 – 0915	<b>Registration over Tea / Coffee</b>				
0915 – 0930	<b>Setting the Scene &amp; Report of Pre-Launch Consultation</b> Prof. Martin Kretschmer (Director, CREATE)				
0930 – 0950	<b>Paths to Collaboration</b> Prof. Lilian Edwards (Deputy Director, CREATE) Prof. Philip Schlesinger (Deputy Director, CREATE)				
0950 – 1100	<b>Case Studies 1: Analogue to Digital</b> (chair: M. Kretschmer)				
	<b>Music:</b> Stewart Henderson (Chemikal Underground)	<b>Publishing:</b> Frances Pinter (Publisher, Social Entrepreneur)	<b>Author:</b> Charlie Stross (Celebrated Science-Fiction Writer)	<b>Cultural Sector:</b> Richard Paterson (British Film Institute)	
	Comments from respondents followed by Q & A				
	<b>Academic:</b> Prof. Pierre-Jean Benghozi (CNRS – Ecole Polytechnique, Paris; Commissioner, Arcep Board)	<b>Industry:</b> Robert Ashcroft (Chief Executive, PRS for Music)	<b>Cultural Collections:</b> Darryl Mead (National Library of Scotland)	<b>Civil Society:</b> Saskia Walzel (Senior Policy Advocate, Consumer Focus UK)	
1100 – 1130	<b>Tea / Coffee / Introductions</b> <i>Your role in CREATE? Key goals / expectations from participating in CREATE? Who do you most want to meet here &amp; why?</i>				
1130 – 1245	<b>Case Studies 2: Born Digital and Emergent Venues</b> (chair: L. Edwards)				
	<b>Inter-mediaries:</b> Theo Bertram (Google UK Policy Manager)	<b>Games:</b> Matt Watkins (Creative Director Mudlark – Games & Digital Production)	<b>Machinima:</b> Hugh Hancock (Video game filmmaker, founder Machinima.com)	<b>TV:</b> Jack McGill (MD of QuipuTV, Digital Broadcasting Start-up)	<b>Sports/Events:</b> Dr Robert Rogerson, Glasgow Commonwealth Games 2014
	Comments from respondents followed by Q & A				
	<b>Academic:</b> Prof. Derek McAuley (University of Nottingham / Horizon)	<b>Industry:</b> John Howkins (BOP Consulting, British Screen Advisory Council)	<b>Civil society:</b> Peter Bradwell (Policy Director, Open Rights Group)		
1245 – 1345	<b>Lunch</b>				

1345 – 1445	<b>Discussions on CREATE project themes</b> (attendees to pick 2 themes each) <i>What does this theme contribute to CREATE's goals? What do we want to have discovered, proved, disproved or made in this theme by 2016? What are the crucial connections between work packages <u>within</u> the theme, and <u>between</u> this theme and other themes? What new work do we see as evolving within this theme?</i>			
	First Round (1400 – 1430)		Second Round (1430 – 1500)	
	<i>Theme 1: Creators and Creative Practices</i>			
	Chair: Prof. Philip Schlesinger, (University of Glasgow)		Chair: Prof. Sarah Kember / Prof. Janis Jefferies (Goldsmiths College)	
	<i>Theme 2: Good Bad and Emergent Business Models for Creativity (including Openness)</i>			
	Chair: Prof. Barbara Townley, (University of St Andrews)		Chair: Prof. Robin Williams (University of Edinburgh)	
	<i>Theme 3: Policy and Lawmaking for the Digital Age (including Enforcement and Intermediaries)</i>			
	Chair: Prof. Paul Torremans, (University of Nottingham)		Chair: Laurence Kaye (Laurence Kaye Solicitors)	
	<i>Theme 4: User Creation, User Behaviour and Human Rights</i>			
Chair: Dr Daithí Mac Sithigh (University of Edinburgh)		Chair: Prof. John Street (University of East Anglia)		
1445 – 1545	<b>Plenary: Feedback by break-out chairs</b> (chair: L. Edwards)			
	1530 <b>The challenge of Interdisciplinarity</b> (chair: P. Schlesinger)			
	Observations by Prof. Katharine Sarikakis (Vienna) & Prof. Robin Mansell (LSE)			
1545 – 1615	<b>Tea / Coffee</b>			
1615 – 1715	<b>Panel Discussion: Connecting with the world</b> (chair: P. Schlesinger)			
	Frank Boyd (Creative Industries KTN)	Dr Jeremy Silver (TSB / Mediaclarity)	Tony Clayton (UK Intellectual Property Office)	Prof. Rick Rylance (AHRC)
	Prof. Michael Birnhack (Tel Aviv University)	Dr Mireille van Eechoud (iViR, Amsterdam)	Dr Jeanette Hofmann (Humboldt Institute, Berlin)	Prof. Ruth Towse (Bournemouth University)
1715 – 1740	<b>Closing Addresses</b> (chair: M. Kretschmer) <b>Copyright Reform &amp; Business Models – Lessons from today</b>			
	<b>Prof. Ian Hargreaves CBE</b> (Professor of Digital Economy, Cardiff University)		<b>Dame Lynne Brindley</b> (Chief Executive, British Library, 2000 to 2012)	
1740 – 1830	<b>Reception</b>			

Please direct any enquiries to Dr Sukhpreet Singh (Sukhpreet.Singh@glasgow.ac.uk)