

## Growth/Reimagined Kotor 29-30 May

### Complete programme

We are thrilled to provide a platform for dialogue, knowledge-sharing, and the exchange of best practices to support the development of a connected Western Balkans and Wider Europe creative market through this **ambitious programme**:

#### THURSDAY 29 MAY

The whole day of discussions will be livestreamed for free.

#### Theme 1: 'Policy and Advocacy', from 9:30 until 11:00 CEST.

*Description:* Getting the policy makers onside and getting funding from institutions. Creating policies that enable the creative industry and drive the growth of the creative economy.

- **Introduction** by *Clare Sears*, Director Western Balkans and Cultural Engagement Business Director for Wider Europe at British Council.
- **'Powering Growth: Policy and Advocacy in the UK Creative Industries'** a case study presented by *Andrew Chitty*, Professor of Creativity & Innovation at Loughborough University London (UK).
- **'Vision to Action - Building a Thriving Creative Economy in Georgia'** a case study presented by *Elene Toidze*, Chief Project Officer at Goethe-Institut (Georgia), and *Gail Caig*, Policy and Strategy Advisor at Creative Industries Council (UK).
- **'Proving Impact: Measuring Success in the Creative Economy'** a panel discussion between *Anush Ter-khachatryan*, Programme Director of Creative Armenia, *Dana Shayakhmet*, Co-founder of Creative Industries Alliance of Kazakhstan, *Duygu Yaygır*, Head Of Department at Ministry of Trade (Turkey), *Gillian Easson*, Executive Director at Creative Dundee (UK), and *Iain Bennett*, Creative Alchemist and CEO for The Fifth Sector (UK).

## **Theme 2: ‘Entrepreneurship and Innovation’, from 11:30 until 12:30 CEST.**

*Description:* Building the skill and talent base, and the approaches to entrepreneurship and innovation that enables the development of new and growth of existing creative clusters and networks.

- **‘Screen Yorkshire – From Peaky Blinders and Beyond Brones’** a case study by *Caroline Cooper Charles*, Chief Executive of Screen Yorkshire (UK).
- **‘Investing in Potential: Growing Creative Talent Across the Economy’** a discussion between *Anush Ter-khachatryan*, Programme Director of Creative Armenia, *Caroline Cooper Charles*, Chief Executive of Screen Yorkshire (UK), *Declan Keeney*, Chief Executive of Studio Ulster (UK), and *Milivoje Gorgevic*.
- **‘The Creator Economy: Early Insights from BEYOND Conference 2025 Research’** a talk by *Sam Michel*, Director and Co-founder of BEYOND Conference (UK).

## **Theme 3: ‘Reinventing cultural spaces’, from 14:30 until 15:45 CEST.**

*Description:* Where do you invest and grow your creative economy - placemaking both physical space, infrastructure and creative communities that provide the foundation for a successful creative cluster whilst nurturing existing initiatives, skillsets and traditions.

- **‘Lozionica – A Creative Catalyst for Innovation’** a case study presented by *Ana Ilic*.
- **‘CR at the Intersection of Culture and Community’** a case study by *Deepa Mann-Kler*, Director / XR Lead at Belfast XR Festival / Atlantic Institute Erol Bilibani.
- **‘Dundee’s Creative Ecosystem: Grassroots Innovation and Policy Impact’** a case study by *Gillian Easson*, Executive Director at Creative Dundee (UK).
- **‘The Power of Placemaking’** a panel discussion between *Anush Ter-khachatryan*, Programme Director of Creative Armenia, *Deepa Mann-Kler*, Director / XR Lead at Belfast XR Festival / Atlantic Institute Erol Bilibani, *Kiran Sethi*, Programme Manager at Factory International (UK), and *Login Kochishki*.

**Theme 4: ‘Digital impact and emergency technologies’, from 16:00 until 17:30 CEST.**

*Description:* New technologies, opportunities and challenges that need to be considered and addressed for success - how to leverage the incredible opportunities offered by AI, etc whilst navigating the challenges. Building in the tech from the ground up. Advantage: not having to re-align existing industries.

- **‘Wonder Panic: Creativity and Generative AI’** a short talk by *Guy Gadney*, Founder and CCO at Charismatic. ai (UK).
- **‘Designing the Future of Live Performance’** a case study by *Alicia Tkacz*, Partner at STUFISH Limited (UK).
- **‘Brave New Horizons and New Realities’** a panel discussion between *Alicia Tkacz*, Partner at STUFISH Limited (UK), *Andrew Chitty*, Professor of Creativity & Innovation at Loughborough University London (UK), *Ben Morris*, Creative Director at Industrial Light and Magic (UK), and *Declan Keeney*, Chief Executive of Studio Ulster (UK).
- **‘Closing remarks: Reflections and Next Steps’** by *Clare Sears*, Director Western Balkans and Cultural Engagement Business Director for Wider Europe at British Council, and *Claire de Braekeleer*, Director Arts for Wider Europe at British Council.

**FRIDAY 30 MAY**

A **series of workshops** starting from 9:30 and ending at 13:00 CEST **only available** to those attending **in-person**.