



**creative cities**  
convention

## CREATIVE CITIES CONVENTION UNVEILS THEME AND FIRST SPEAKERS FOR 2024 EVENT



**Creative Cities Convention 2024 Hosts: Kirsty Wark & Qasa Alom**



The Creative Cities Convention is thrilled to announce its 2024 event, which promises to be an unparalleled experience, bringing together industry leaders, innovators and emerging talent for two days of inspiration and collaboration. Every year the convention travels to a different city and this year the host city is Bristol, a UNESCO City of Film, with the venue the fabulous newly refurbished Bristol Beacon. Dates are April 23<sup>rd</sup> and 24<sup>th</sup>.

This year's Creative Cities Convention is hosted in collaboration with the West of England Mayoral Combined Authority, which is led by Metro Mayor Dan Norris.

The conference is the leading UK meeting place for anyone involved in film, tv or digital production outside of London. This year's theme, ***New Age, New Frontiers***, reflects the profound impact of artificial intelligence and creative technologies on the industry, coupled with insights on how to expand business in international markets. Session topics will span critical industry issues such as making production more sustainable and addressing the freelance crisis. Some of the top shows made outside London across both scripted and unscripted genres will feature with a spotlight on the increasing levels of major high-end TV drama being produced in Bristol.

Lead host as always will be Newsnight's Kirsty Wark, this year alongside co-hosts Qasa Alom and Stacey Olikea.

**Creative Cities Convention unveil a glimpse of 2024's line up below:**

### **ITV STUDIOS: FINDING OPPORTUNITIES IN THE EVER-EVOLVING GLOBAL TV BUSINESS**

Explore the dynamic landscape of the global TV industry with **Julian Bellamy**, Managing Director of ITV Studios, and **Grant Mansfield**, Managing Director of Plimsoll Productions—a Bristol-based company that is part of ITV Studios. With 60 labels across 13 countries, ITV Studios produces an impressive 7,000 hours of content annually and boasts



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a catalogue exceeding 90,000 hours. Join Julian and Grant as they share their key insights into the global TV business, the opportunities they can see and how they are embracing the new as the market evolves.

### **UK AUDIENCES: WHAT DO THEY WANT AND HOW CAN WE CONNECT WITH THEM?**

**Anne Mensah**, Vice President UK Content, Netflix, shares her thoughts on what UK audiences want and how she and her team are trying to connect with them. In conversation with **Jane Millichip**, CEO BAFTA.

### **THE FUTURE IS NOW**

Step into the future with a compelling panel discussion on the growing influence of artificial intelligence in our daily lives and the revolutionary impact of new creative technologies on our industry. Join BBC Controller Youth Audience, **Fiona Campbell**, along with other distinguished speakers, as they guide delegates through the transformative waves of change in this dynamic landscape.

### **OFCOM: CONSUMER MEDIA HABITS OF TODAY**

What does this new age of content look like to consumers, and what can producers learn from early adopters of new technologies? **Yih-Choung Teh**, Group Director, Strategy and Research at Ofcom, considers research findings on how consumers' media habits have dramatically changed over the years and looks at whether the future has already arrived.

### **ARE YOU SUSTAINABLE?**

Can production be carbon neutral? Can international filming cut down on flying? What role can studios play in sustainability? expert panellists share their knowledge on an urgent issue that we cannot afford to ignore.

**Emily Dalton**, Managing Director, Factual Fiction, **Phil Holdgate**, Head of Production Sustainability, ITV Studios, **Katherine Nash**, Business & Operations Manager, The Bottle Yard Studios, **Lisa Howe**, Project Manager, Sustainable Screen (Film), BAFTA albert.

**West of England Mayor Dan Norris**, who will welcome delegates to the Convention, says: *"I am delighted to welcome the Creative Cities Convention to the West of England."*

*"This is a great opportunity to showcase some of the big global brands fantastic sustainable studios and ground-breaking innovation in the UK screen sector – including that Bristol and the wider region has to offer. It sends yet another strong message that the West's world-leading creative industries are thriving."*

Conference director **Ruth Pitt** "We couldn't be more thrilled to make the incredible Bristol Beacon our conference home in 2024. The region's industry is extraordinarily rich and varied and there will be something for everyone to learn and enjoy, wherever they're based across the UK. This is a time of change as well as challenge for our industry and we hope to help delegates navigate their way to success".



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The Creative Cities Convention is proud to continue its partnership with major stakeholders BBC, ITV, Channel 4, Paramount, and Pact and delighted to welcome UKTV as a content partner for the second consecutive year, with Banijay UK once again this year's networking party sponsor. The party is an unmissable opportunity for delegates to connect and collaborate and will be held at the end of Day One between 6 pm and 8:30pm at the main venue. Delegates will also have the opportunity to book speed dates with a wide range of commissioners from various broadcasters and channels.

**MyWorld**, a £30 million research project in the West of England, is a partner at this year's event and will help delegates explore the potential impact of AI and creative technologies on the creative industries.

For more information and to purchase **Earlybird** tickets for the Creative Cities Convention 2024, please visit our website <https://creativecitiesconvention.com/>

For all media enquiries please contact our press office - [Creativecities@premiercomms.com](mailto:Creativecities@premiercomms.com)

## **TICKET INFORMATION**

**Earlybird** - £198

On sale 1st Dec - 29th Feb

### **About Creative Cities Convention:**

The Creative Cities Convention is a leading event that brings together producers and distributors in the fields of film, television, and digital media outside London. Established in 2018, the convention is supported by key stakeholders, including the BBC, ITV, Channel 4, Channel 5/Paramount, and Pact, and is committed to promoting practical support and networking opportunities for professionals in the screen sector. The 2024 convention will be held in Bristol, UK, at the Bristol Beacon, featuring an expanded focus on creative technology and sustainable practices.