



**Young Creative Entrepreneur  
Media Awards**

**2011 UK Tour Programme**

**9-20 October 2011**

| <b>List of Winners</b>                     |
|--|
| <b>Damian Kirzner</b> (Argentina)          |
| <b>Aisha Almuqla</b> (Bahrain)             |
| <b>Martin Giraldo</b> (Colombia)           |
| <b>Jaana Metsamaa</b> (Estonia)            |
| <b>Titash Neogi</b> (India)                |
| <b>Pranav Ashar</b> (India)                |
| <b>Affi Assegaf</b> (Indonesia)            |
| <b>Arvin Miracelova</b> (Indonesia)        |
| <b>Marc Dfouni</b> (Lebanon)               |
| <b>Jurga Sakalauskaite</b> (Lithuania)     |
| <b>Priscila Amescua Mendez</b> (Mexico)    |
| <b>Stanislav Sazhin</b> (Russia)           |
| <b>Sara Bozanic</b> (Slovenia)             |
| <b>Mohammad Monaf</b> (Syria)              |
| <b>Nattapol (Joe) Suphawong</b> (Thailand) |

For more information on the YCE Media Awards 2011 winners visit:  
<http://creativeeconomy.britishcouncil.org/creative-entrepreneurship/news/yce-media-award-finalists-announced/>

## UK Tour Programme 2011

### Sunday, 9 October 2011

#### 19.00: Welcome dinner

This is an informal dinner so that you can all get to know each other before the programme starts on Monday the 10<sup>th</sup> of October. Most of you will land in time to be able to join and we strongly recommend that you try and make it.

#### Venue Information

Busaba Eathai  
35 Panton Street  
London SW1Y 4EA  
T: 020 7930 0088  
W: <http://busaba.com>

### Monday, 10 October 2011

#### 9.00-13.00: Welcome meeting and Presentations from all YCEs

This session will be at the British Council office where we will conduct a welcome brief and run through the programme in more detail. This will be an opportunity for YCE Media Award finalists to introduce themselves, their backgrounds and experience and do an informal 5 minute presentation of their work.

#### Venue Information

British Council  
10 Spring Gardens  
London SW1A 2BN  
T: +44 (0)20 7389 3081  
W: [www.britishcouncil.org](http://www.britishcouncil.org)

#### 14.00-15.00: Masterclass with Ajaz Ahmed, AKQA

Ajaz will be talking about his career in founding and developing **AKQA**, one of the world's largest, independent interactive agencies. A recognized pioneer and innovator, AKQA collected more than 100 major awards in the last year. AKQA was named in 2010 Agency of the Year from Campaign and has won the title for a total of 18 times on both sides of the Atlantic. Global offices are located in Amsterdam, Berlin, London, New York, San Francisco, Shanghai and Washington, DC.

#### **Ajaz Ahmed**

Ajaz is founder and Chairman of AKQA, the world's most awarded digital agency which employs over 1,000 people and has created some of the world's most influential and iconic interactive work for brands including Nike, VW, Audi, Virgin, Heineken. AKQA has also won the Agency of the Year title more times than any other company. Ajaz also co-founded Zolmo, a lifestyle and entertainment software company that has produced five blockbuster hits including 'Jamie Oliver's 20 Minute Meals', the highest-grossing Lifestyle app which reinvented cooking for the digital age. [www.akqa.com](http://www.akqa.com)

#### Venue Information

AKQA London  
1 St. John's Lane

London EC1M 4BL  
T: +44 (0)2077804786

### 16.00-17.00: Meeting with Justin Cooke of BIMA

#### **BIMA**

BIMA is the British Interactive Media Association and has represented the diverse interests of the British digital industry for 25 years. With offices in England, Scotland, Wales and with regional representatives spread across the country BIMA exists to do three key things: (1) support and promote the British digital industry; (2) share knowledge and best practice and (3) reward great work and encourage the next generation. <http://www.bima.co.uk>

#### **Justin Cooke**

CEO, Fortune Cookie, Chair of BIMA Justin became a BIMA Executive Committee member in 2008 because he wanted to play a key role in making BIMA the must-join industry body representing and connecting people involved in digital Britain. His appointment to the role of Chair of BIMA in 2009 establishes Cooke as one of the most senior and influential figures in the global digital industry. Cooke founded digital agency Fortune Cookie in 1997 following creative roles with BBC Films, Universal Music and United News and Media with the aim of making it one of the most respected digital agencies in the world. A graduate of the University of Manchester (Computers in Theatre), Cooke has successfully steered Fortune Cookie through two industry recessions. With offices in London, Paris and Abu Dhabi Fortune Cookie now contains some of the greatest talent in the digital industry producing award-winning work of a consistently world-class standard for brands and organisations including Abu Dhabi Media Company, Amnesty International, Europcar, Legal & General, Small Luxury Hotels of the World, British Gas and UEFA. Cooke is also a board member of EPiServer, the world's fastest growing provider of Web Content Management, online community and e-commerce platforms.

#### **Venue Information**

British Council  
10 Spring Gardens  
London SW1A 2BN  
T: +44 (0)20 7389 3081  
W: [www.britishcouncil.org](http://www.britishcouncil.org)

### 17.30-19.00: Introductions and networking drinks with UK YCE award alumni

Informal presentation and networking/drinks reception with some of the alumni of our UKYCE award programme and BC staff. Participants will include:

#### **Paul Croft, Mediatonic**

Paul has been designing, developing and producing online games for the past 7 years. Since co-founding Mediatonic 4 years ago he has helped grow the firm organically to a team of 20 full time staff based in Covent Garden. Mediatonic works with major entertainment brands such as EA, Sega, Disney, Nickelodeon and Lego, bringing their content to the web in innovative new forms and creating original new games. Over the past six months Mediatonic has also expanded into developing and publishing it's own games for platforms such as the iPhone, PSP and social networks such as Facebook. At Mediatonic Paul's role involves leading business strategy, development and sales in addition to leading the creative direction of the studio. Paul was recently featured in Develop Magazines '30 under 30' feature on rising stars in the video-game industry. In total, he has been involved in the creation of over 100 games. [www.mediatonic.co.uk/](http://www.mediatonic.co.uk/)

#### **Chris Kempt, Kempt**

For over a decade Chris has worked in a range of roles around the industry including: Creative Director - Digital at Redhouse Lane and Production Manager of the world's biggest

dance music website MinistryofSound.com before founding Kempt in early 2003. Kempt are a digital marketing agency and one of the UK's leading specialists in the production and promotion of Advergimes - Flash-based, brand-sponsored games. Kempt's enviable client list includes: Sony, King of Shaves, the United Nations, NBC Universal, Hewlett Packard, Bic and MTV networks. In addition to production work Kempt run online game portal, Killerviral.com and tracking system memecounter.com the de-facto standard for tracking Advergimes. Chris is a well-known industry figure and expert, and is often invited to speak on the subject of Advergimes, as well as having a number of theory pieces published. Chris is also on the board of BIMA, the industry's only independent association and is proud to have been selected to chair the BIMA awards committee this year. [www.kempt.co.uk](http://www.kempt.co.uk)

#### **Teun Hilte, Content Republic**

Teun has first hand experience of international film finance, sales and distribution. He studied at the prestigious National Film & Television School and supervised development projects for Sony Computer Entertainment before gaining experience in film distribution through an internship in acquisitions for Fine Line Features, a specialty division of New Line Cinema, which he later complemented in his role as international sales executive on Jean-Marie Poiré's *My Wife Maurice* (Warner Bros) and *Young and Beautiful* (Comédie Star). Teun most recently produced *Black Book* - the \$20m, award-winning WWII thriller about the Dutch resistance by Paul Verhoeven - through his own production company, Clockwork Pictures, after having co-produced two features: the family drama *In Orange* and the hit comedy *Old Men in New Cars*. Teun also runs Content Republic, a film business specialising in the aggregation and distribution of digital rights for content owners. [www.contentrepublic.com](http://www.contentrepublic.com)

#### **Aneesh Varma, FabriQate**

Aneesh Varma is a co-founder of FabriQate, an award-winning international Digital Media Agency. FabriQate now employs 30 staff across 4 countries and has been recognized as an HSBC Startup Star 2009, LDA KnowledgeConnect Award 2009 and Leading Innovator 2008 by Redcliffe Capital. His prior experiences include corporate finance, venture capital and information systems technology in New York and London. He has worked at JPMorgan Investment Bank in M&A advisory and IPOs focusing on clients in Financial Technology and Specialty Finance such as Visa Inc, TSYS, Synovus, Tata and Jaguar. He has also spent time with various startups during his university years which gave him a keen insight into the entrepreneurial mindset. Currently based in London, he is actively involved in the London Entrepreneurs Network. Aneesh holds dual degrees in Information & Systems Engineering and Finance from Lehigh University, PA, USA. Aneesh is also a Martindale Scholar with research work in growth of capital markets in emerging markets. Interests include traveling, adventure sports and culinary epicureanism. [www.fabriqate.com](http://www.fabriqate.com)

#### **Philip Wood, Roxy Bar and Screen**

Phil brought us London's unique bar, cinema and exhibition space - Roxy Bar & Screen. Phil was a runner-up in the UKYSE award in 2008 for his work in the setting up and creative running of Roxy Bar & Screen, a unique bar / cinema venue and alternative, sustainable business model for independent film exhibition. He is currently working on opening further venues based on a developed and refined Roxy model. Previous to Roxy he started out as a runner / office assistant for various Soho production companies, before producing several digital films, doing a marketing trainee scheme at LABAN and working in many, many bars... [www.roxybarandscreen.com](http://www.roxybarandscreen.com)

#### **Shelley Wilson and David Sottimano, Distilled**

Distilled was started by Duncan Morris and past YCE winner Will Critchlow in early 2005. Distilled started life as a web development agency based in Duncan's front room. Distilled remained exclusively a web development agency until Tom Critchlow joined in mid-2007. Tom's arrival began the migration towards becoming the SEO and PPC agency you see today. In late 2010, Distilled stopped taking on any web development clients, and in early 2011, it exited the web development game completely, transitioning its clients to Top Left Design in order to focus solely on SEO & PPC. [www.distilled.net](http://www.distilled.net)

**Chris Evans, Blighty**

Chris is the co-founder of the Blighty Empire, a London-based group that aims to combine social/economic development with technology and art. They do this by creating products and services to the best of their ability which enables Blighty to invest some profits in their not for profit micro finance programme (The Blighty bank). [www.blightygroup.com](http://www.blightygroup.com)

**Venue Information**

British Council  
10 Spring Gardens  
London SW1A 2BN  
T: +44 (0)20 7389 3081  
W: [www.britishcouncil.org](http://www.britishcouncil.org)

**Tuesday, 11 October 2011**

**8.45-17:30 Power To Pixel Conference**

POWER TO THE PIXEL is a not-for-profit company that supports the film and media industries in their transition to a digital age. The company specialises in new ways for content creators and businesses to create, finance and distribute stories and engage with audiences across multiple platforms. Their annual cross-media forum in London addresses how the media industry is changing: How do the new ways that audiences are accessing and interacting with media change the way that stories are told, delivered and shared? How can powerful new tools and applications enable content creators – writers, directors, producers - to reach far greater and diverse audiences? What are the new business and rights models that are emerging? Who are the new stakeholders, financiers and partners of cross-media stories? [www.powertothepixel.com](http://www.powertothepixel.com)

**08.45 – 09.25** Registration

**09.30 – 09.45** Welcome & Introduction

**09.45 – 10.30** The Power Of Transmedia Storytelling: Dynamic Techniques to Access Your Audience in the Digital Age with **Jeff Gomez**, CEO Starlight Runner (USA)

**10.30 – 11.00** The Birth Of A Language with **Michel Reilhac**, Exec Director ARTE France Cinéma (FR)

**11.00 – 11.30** Blurring The Lines Between Advertising And Storytelling with **Paddy Adams**, Director of Strategy, Manning Gottlieb OMD (UK)

**11.30 – 11.45** Break

**11.45 – 12.15** Create For People! Writing and producing drama experiences for the audience to live inside with **Christopher Sandberg**, Founder/CCO The company P (SWE)

**12.15 – 12.45** How To Finance Transmedia? With **Nuno Bernardo**, Producer & CEO, beActive (PORT)

**12.45 – 13.45** Lunch Break

**13.45 – 14.15** Research & Development Of Story Design: Case Study Presentations: *I Heart Robot/Pandemic* with **Lance Weiller**, Story Architect & Founder, Workbook Project (USA)

**14.15 – 14.45** Case Study Presentation: *Gumball* with **Rebecca Denton**, Senior Producer Original Series & Development, Turner Broadcasting (EMEA) (UK)

**14.45 – 15.15** Case Study Presentation: *The Tate Movie Project* with **Daniel Efergan**, Creative Director Digital, Aardman (UK)

**15.15 – 15.45** Case Study Presentation: *Highbury* with **Katerina Cizek**, Filmmaker NFB (CAN)

**15.45 – 16.00** Break

**16.00 – 16.30** Case Study: *Iron Sky* with **Tero Kaukomaa**, Producer Blind Spot Pictures (FIN)

**16.30 – 17.00** Case Study Presentation: *Bzrk* with **Cally Poplak**, Managing Director Egmont Press (UK) and Mike Richards, Head of Marketing & Publicity Egmont Press (UK)

**17.00 – 17.30** The Audience Takes Control - An opportunity for the audience to put questions to the speakers

UKYCE alumnus **Anna Higgs**, Head of Film4's new digital banner, **Film4.0**, will also be present and we'll arrange some time with her. <http://www.linkedin.com/in/annahiggs>

Anna Higgs is a creative producer, entrepreneur and commissioner with a background in the world of BAFTA-award winning interactive 'edutainment'. In her 12 year career she has been involved in the production of a wide range of games, has managed digital media projects for global brands as diverse as Sony and Sainsbury's. In 2006 Anna completed her MA in Producing at the NFTS, and founded Quark Films with producer Gavin Humphries. Quark works across drama, documentary and animation for theatrical, TV and digital platforms with credits including feature doc The People Vs. George Lucas, DVD tour film The Mighty Boosh: Future Sailors Tour, Boy Cheerleaders for BBC Wonderland and music videos for the Arctic Monkeys.

Most recently Anna has been appointed to head up Film4's groundbreaking new digital banner, Film4.0. In this new role she will be identifying new talent, developing innovative new productions with emerging and established talent alike, and finding new ways to connect with audiences. Anna is a NESTA Fellow on the prestigious Clore Cultural Leadership programme 2010/11.

**Venue Information**

BFI Southbank, NFT1  
Belvedere Road, South Bank  
London, SE1 8XT  
W: <http://www.bfi.org.uk>

**18.00-20.00: Power to the Pixel Reception**

The Power to the Pixel Conference will be followed by a networking drinks reception where delegates will have the opportunity to meet all the speakers from the day.

**Venue Information**

BFI Southbank, NFT1  
Belvedere Road, South Bank  
London, SE1 8XT  
W: <http://www.bfi.org.uk>

**Wednesday, 12 October 2011**

**09.30-17.30: The Pixel Pitch**

The Pixel Pitch is the competitive section of The Pixel Market, dedicated to financing cross-media projects from around the world. Nine teams go head-to-head to compete for the ARTE £6,000 Pixel Pitch Prize. Teams are given 10 minutes to present their project to a select jury of decision-makers, financiers and potential creative partners who will give direct feedback to each of the contestants. This is a must-attend event if you want to find out what international cross-media properties are being developed and who is financing them. The day runs from 09.30 – 17.30.

The jury is made up of representatives from Artangel | ARTE France Cinéma | Arte.tv | BBC | BBH | Bell Broadcast & New Media Fund | B & W Films | beActive | BFI | Channel 4 | CNC | Disney | Inside Xbox | Interactive Opportunities | Manning Gottlieb OMD | MEDEA | MediaCom | NFB Canada | Orange | Penguin | Pure Grass Films | RTL | Starlight Runner | ShineVu | The company P | Turner | Vice | Wallimage CrossMedia | Warp | Workbook Project

Projects selected for Competition:

**1. *Cloud Chamber* (DEN) Producer: Vibeke Windelov | Director: Christian Fønnesbech | Writer: Darin Mailand-Mercado** - Fiction: Online | mobile | TV

*A science drama inspired by space. Players collaborate to uncover the story of a young scientist who has risked her sanity and betrayed her father in order to save humanity from itself.*

**2. *Jezabel* (FR) Producer: Eric Pellegrin | Director: Julien Bittner | Writer: Julien Capron** - Fiction: TV | online | mobile | radio | print | live event

A series about a 19-year old student who posts a song on YouTube - the song soon becomes a big hit. After a producer offers her to launch her career, Jezabel will be torn between two worlds: show business in Paris and the decadent student parties in her city, Lille. How will she handle her fame? A story about growing up, falling in love, finding your way.

**3. *Lost and Sound* [working title] (UK) Producer: Kat Mansoor | Writer/Director: Lindsey Dryden** - Non-fiction: TV | online | app

An exhilarating and moving creative experience about the great human love affair with music, through the prism of deafness. It weaves a character-driven narrative – following three people’s re- discovery of music after deafness – with an extraordinary adventure through the science of sound, revealing how music reaches us through the ears and brain when neither work ordinarily.

**4. *Love & Engineering* [working title] (FIN) Producer: Kaarle Aho | Writer/Director: Tonislav Hristov** - Non-fiction: Film | TV | online | mobile

Digital geeks looking for analogue love. One claims to have hacked love, can he help lonely engineers find real happiness?

**5. *My Little Songs* (FR) Producer: Deborah Elalouf | Director: Edith Louis** – Non-fiction: TV | online | apps | books | games

Tim, aged 7, has discovered a mysterious magic piano. No sooner does he play, than a variety of characters pop up from the piano to create animated and interactive musical cartoons. Nursery rhymes initiated by Tim will be the starting point of adventures for Tim as well as the viewer/player. An opportunity for young children to discover foreign languages through a fun trip!

**6. *Process: Cause & Affect* (CAN) Producer: C J Hervey | Executive Producer: James Milward** – Non-fiction: Online | film | installation | mobile

An interactive documentary and transmedia project that profiles groundbreaking artists who create beautiful works of art using computer code.

**7. *The First Zombie* (CAN|UK) Fiction: online | book | film  
Producer: Jeff Norton**

A lonely zombie, fresh from the grave, struggles to get back the family life he once took for granted. Sometimes even the living dead deserve a second chance.

**8. *Tomorrow We Disappear* (USA) Non-fiction: Film | Condition ONE | interactive | online | installation**

**Producer/Interactive Director: Jimmy Goldblum**

Since 1978 Delhi’s magicians, puppeteers and acrobats have called the tinsel slum, the Kathputli Colony, home. Last year the government issued relocation permits to the colony residents; the slum is to be bulldozed, cleared for development. Experience the last remnants of a culture borne out of folk traditions and moulded by poverty.

**9. *We R Democracy* (BEL) Non-fiction: Online | apps | games**

**Producers : Matthieu Lietaert, Jamie Balliu, Nicolas Sauret** Co-Directors/Co-Creators: Matthieu Lietaert & Fritz Moser

Have you ever wanted to shape tomorrow’s globalisation? Here is your chance: Become an online lobbyist in Europe! Get to know the hidden part of democracy, meet key protagonists and build your own lobby network. Play a game-like experience that’s also influencing the real world around you!

**Venue Information**

BFI Southbank, NFT1

Belvedere Road, South Bank  
London, SE1 8XT  
**W:** <http://www.bfi.org.uk>

**19.00: Dinner**

A chance to catch up and share experiences from Power to the Pixel.

**Venue Information**

Le Pain Quotidien  
Festival Terrace, Belvedere Road  
Royal Festival Hall, Southbank Centre  
London, SE1 8XX  
**T:** 07792001474  
**W:** <http://www.lepainquotidien.co.uk>

**Thursday, 13 October 2011**

**9.00-10.00: Meeting with Dusan Hamlin, M&C Saatchi Mobile**

**Dusan Hamlin**

Dusan and James founded Inside Mobile in 2006 with a clear vision of building an agency that could successfully deliver integrated mobile marketing initiatives at a local and international level. Since then Inside Mobile has been acquired and re-branded M&C Saatchi Mobile and become a recognized industry leader for national and international brands looking to take advantage of the emerging mobile channel. The business has been commissioned by a vast array of clients and has activated some of the most successful mobile initiatives across the globe. Dusan is one of the original digital and mobile specialists, consulting to some of the world's biggest brands and implementing a range of mobile strategies and campaigns on their behalf. He is a regular industry awards judge, guest speaker at industry conferences and is often quoted in trade, national and international press, commenting on the development of global mobile communications and integrated digital marketing strategies. Since 1996 Dusan has had a variety of senior roles driving digital and mobile strategies for key brands such as: adidas, Vodafone, and Philips as well as holding management roles within global top five agency networks.

**Venue Information**

M&C Saatchi Head Office  
36 Golden Square, Soho  
London W1F 9EE  
**T:** +44 (0)20 207543500  
**W:** [www.mcsaatchi.com](http://www.mcsaatchi.com)

**10.30-12.00: Roundtable meeting about support to the UK interactive media sector**

The chance to discuss a number of UK initiatives which are supporting UK interactive/digital/tech companies in their national and international business networking and growth, and in the development of the sector overall.

**Andrew Humphries, Dealmaker at TechCity UK**

Andrew Humphries left full-time education at 16, and spent 20 years in corporate sales mainly in large IT organisations, finding himself in his mid-thirties as Sales & Marketing Director of a multinational computer manufacturer. he left the corporate world behind and over the next 6 years co-founded 2 successful technology businesses, growing them both in Europe and the US, exiting his last company via a trade sale to its largest client. An inspirational influencer and motivator, an NLP Master Practitioner, and a fascinated student of the complex dynamics of motivation and happiness, Andrew has since been coaching executives, individuals and teams in business to achieve and exceed their highest objectives; his latest project is The

Attitude Academy, a social enterprise that provides attitude and motivational coaching to 13-18 year olds in schools. Alongside this work, as a Dealmaker for the UK Government Global Entrepreneur Programme, he uses his entrepreneurial background and experience to encourage Foreign Direct Investment in the UK and to help entrepreneurs and their businesses go global from a UK HQ. Recently he has become involved with the Tech City Investment Organisation, an initiative announced by the Prime Minister at the end of last year which is fast becoming one of the fastest growing tech clusters in Europe.

[www.techcityuk.com](http://www.techcityuk.com)

#### **Sam Michel, Director of Chinwag**

The Chinwag community is a focal point for digital media practitioners in the UK and beyond. They aggregate expertise, fact and opinion, and act as a connecting rod for ideas and talent across the digital sector. Chinwag started life in 1996 and quickly became renowned for the uk-netmarketing discussion list, one of the most popular discussion forums for the emerging world of Internet marketing and still going strong today. Those initial lists have since been joined by a host of others, covering topics from usability and design to Chinwag's popular lists, Viralmonitor (viral marketing campaigns) and uk-wirelessmarketing (discussion of mobile marketing). <http://chinwag.com>

#### **Venue Information**

British Council  
10 Spring Gardens  
London SW1A 2BN  
T: +44 (0)20 7389 3081  
W: [www.britishcouncil.org](http://www.britishcouncil.org)

#### **15.00-17.00: Roundtable about the developer community in London**

A session to look at the developer community in London, from small to big! With an introduction from TechHub about how they support tech start-ups in the East London 'Silicon Roundabout' area, a presentation from Ade at Google about their stake in the interactive media scene in London and how such a huge tech player interacts with the developers here in London, and from Kevin from the inside of the developer community from the inside, and various networking events and conferences he runs.

#### **TechHub**

TechHub is a new and exciting space in London for tech companies not just based nearby, but entrepreneurs and others in the tech industry from across the UK, Europe, the US and beyond. It's an affordable and accessible community space reflecting the vibrancy and global outlook of the technology scene. <http://www.techhub.com>

#### **Ade Oshineye, Google**

Ade Oshineye works as a Developer Advocate on the Social Web team in London's Google office. He's interested in the protocols and technologies that power the social web. He'd love to show you how social features can make your software better. Over the last decade he's worked on trading systems for a variety of investment banks as well as on Google's Ads and mobile search systems..That means he cares about a stack of technologies including OAuth, Pubsubhubbub and Ostatus, while also looking for ways to improve the Developer Experience of Google's APIs and platforms. With Dave Hoover he wrote a book called "Apprenticeship Patterns" about the acquisition, development and transmission of skill and he's currently toying with the idea of writing a second book about the foundation, maintenance and death of generative communities. <http://www.oshineye.com/>

#### **Kevin McDonagh, Novoda**

Kevin McDonagh is a Director at Novoda, a consultancy specializing in design-conscious performant software for the Android platform, building the next generation of social and geo-aware mobile applications .Prior to Novoda, Kevin worked as a developer for JP Morgan

Chase, and also led a team developing an open source eco mapping solution within the Electron club. Kevin currently organises the UK section of Humanoid Events, a global conference which celebrates and promotes Android, regularly bringing together a community of developers working on this platform. In March 2011 participated in our 'App Economy' events in China, speaking to audiences in Beijing and Shanghai about his work developing apps and the challenges and opportunities for entrepreneurs working in this growing area of the creative economy. <http://novoda.com/>

#### **Venue Information**

TechHub London  
Ground Floor, 76-80 City Rd  
London EC1Y 2BJUK  
T: +44 (0)20 7490 0764  
W: <http://www.techhub.com>

**Friday, 14 October 2011**

#### **10.00-12.30: Visits to Digital Agencies**

##### **10.00-11.00: Moving Brands**

Moving Brands has pioneered a new approach to branding, working with clients to create moving brands for a moving world. A moving brand has the qualities of a great product or service – emotion, clarity and immediate relevance. Most of all, it has life. Their approach starts and ends with people. They use research methods, creative processes and technologies to develop new ways to connect people to brands, and brands to people.

##### **11.30-12.30: Lessrain**

Lessrain is a design & build production house, founded in 1997. Their focus over the last 14 years has consistently been on creating rich media user experiences on digital platforms. Lessrain operates in information, entertainment and participation spaces, creating interactive content for a variety of screens & devices, games, corporate and consumer websites, applications and physical installations. Their work has been awarded by D&AD, BAFTA, Cannes Lions, Clio, One Show, BIMA, Webby, Flash in the Can and FWA.

##### **Vassilios Alexiou, Creative Director, Lessrain**

Vassilios Alexiou set up Less Rain in 1997, after winning the 1997 Student D&AD award for Interactive Media. Since then he has played an instrumental part in the conception & direction of Less Rain's output, including the BAFTA award winning work 'Eyes Only', the 'The Land of Me' - a collection of playful learning activities that adults and children can enjoy together - as well as 'Being Henry', an interactive film about choices for Land Rover. As Creative Director at Less Rain, he is interested in engaging, rich media online environments that promote creativity & exchange. Vassilios Alexiou holds a degree in Computer Engineering from Patras University, Greece as well as an MA in Design for Interactive Media from Middlesex University.

##### **TBC: Unit 9**

Unit 9 is a digital creative production company whose directors, graphic artists and web specialists combine design, live action, animation, and technology to create award winning interactive experiences.

#### **Venues Information**

Less Rain  
5 Calvert Avenue  
London E2 7JP  
T: +44 207 729 7658F  
W: [www.lessrain.co.uk](http://www.lessrain.co.uk)

Moving Brands  
7–8 Charlotte Road  
London EC2A 3DH  
T: +44 (0) 20 7739 7700  
W: [www.movingbrands.com](http://www.movingbrands.com)

unit9 Ltd  
2-4 Hoxton Square  
London N1 6NU  
T: +44 207 613 3330  
W: [www.unit9.com](http://www.unit9.com)

#### 14.00-17.00: Investment Session (ETI Dynamics)

An opportunity to present ventures to a group of venture and angel investors. Receive feedback and assessment, as well as a chance to secure a funding partner

**14.00** Introductions from British Council, ETI Dynamics and panel  
**14.30** Jurga Sakalauskaite, Lithuania pitch  
**14.45** Titash Neogi, India pitch  
**15.00** Marc Dfouni, Lebanon pitch  
**15.15** Break  
**15.35** Feedback from investors  
**15.50** Panel discussion  
 Discussion around investment models, new business models and high growth/emerging markets.  
 Remaining time for networking  
**17.00** Session ends

#### ETI Dynamics

Established in 2008, ETI Dynamics is a unique socio-economic enterprise focused on economic development in emerging and high growth markets. The firm's key objective is to increase the rate of economic development in nations by using a number of mechanisms such as offering quality research; showcasing best policy frameworks; connecting companies/countries to new markets; effecting knowledge and technology transfer unlocking new sources of capital; creating strong investment propositions and most importantly developing the necessary hard and soft infrastructure within nations. Its current efforts are focused on Asia, Africa and Middle East.

#### Venue Information

The Young Foundation  
18 Victoria Park Square  
Bethnal Green  
London E2 9PF  
T: +44 (0) 20 8980 6263  
W: [www.youngfoundation.org](http://www.youngfoundation.org)

#### 17.30-18.00: Tour of Mother

#### Mother

Mother Advertising is an advertising agency with offices in London, New York and Buenos Aires founded in 1996. The agency is renowned for breakthrough advertising campaigns; from the early Levi's Odyssey spoof for Lilt, its celebrity fronted "Goldspot" cinema adverts for Orange, "Here Come The Girls" for Boots to the famous PG Tips campaign featuring Al and Monkey. The agency has a reputation for its campaigns beyond traditional advertising having produced a feature length film for Eurostar Somers Town. Mother has pioneered a creative culture where all employees work directly with clients, including the creative teams. It

is the agency of record for many world famous brands including: Coca-Cola, Diet Coke, Stella Artois, Boots, Schweppes, IKEA, COI (Government anti drugs), PG Tips, Pot Noodle, Amnesty International and Cumberland amongst many others.

**Venue Information**

Mother London  
Biscuit Building  
10 Redchurch Street  
London E2 7DD  
T: +44 (0)2070121999  
W: [www.motherlondon.com](http://www.motherlondon.com)

**18.00-20.00: MiniBar networking drinks and elevator pitches (for Interactive Participants)**

**MiniBar**

MiniBar is a social evening in Shoreditch in East London which brings the tech community together to discuss mobile web, web applications, start ups, social networking, investment and general Web 2.0 mayhem & fandango – while sharing a free beer or two! There is usually a brilliant mix of around 250 web entrepreneurs, developers, tech investors and other geeks including presentations about what’s hot now and the chance to talk about new projects.

For more information visit:  
<http://www.meetup.com/minibar/events/31849762/>

**Venue Information**

Mother London  
Biscuit Building  
10 Redchurch Street  
London E2 7DD  
T: +44 (0)2070121999  
W: [www.motherlondon.com](http://www.motherlondon.com)

**18.00-20.00: London Film Festival industry welcome drinks (for Screen participants)**

**Saturday, 15 October 2011**

**11.00-12.00: Meeting with Nigel Cross, BFI**

*Nigel Cross is the BFI's Industry Development Manager and he will be meeting you at the reception desk (box office) to talk about the London Film Festival and the Industry Programme.*

**Nigel Cross**

After a short career as a rock and roll journalist, Nigel joined the British Council Film Department in 1989 where he worked as a film adviser for five years. During his time with the British Council, he staged a number of large scale retrospectives overseas for the likes of Alan Parker, Nic Roeg, Ken Russell and Monty Python’s Flying Circus!

Since 1994 he has worked freelance in the UK Film industry in various roles. Nigel has programmed for such festivals as the Sofia International film Festival and the Leeds International Film Festival. Nigel has also managed the UK film presence and trade stand in the European Film Market at the Berlin International Film Festival regularly since 1994 and has been Screenings Manager for Film London’s annual London UK Film Focus since its inception in 2004.

More recently he has been involved in the UK Film Centre in Cannes, managing the

information services. Since 1997 Nigel has regularly worked for the BFI London Film Festival, most notably as the Festival's Industry Development Manager, building the Festival's industry profile both in the UK and internationally. In his spare time he continues to pursue various activities in the rock and roll world.

**Venue Information**

BFI Southbank  
Belvedere Road  
South Bank  
London, SE1 8XT  
T: 020 7633 0274  
W: <http://www.bfi.org.uk>

**13.00: Goodbye Lunch with Interactive Participants**

**Venue Information**

TBC

**London Film Festival industry events**

**Sunday, 16 October 2011**

**Interactive participants leave**

**Monday, 17 October 2011**

**London Film Festival industry events**

**10.00-13.00: 'Pitching and networking in the UK Screen Industries' workshop with David Pope**

**David Pope**

David Pope is a director, producer and screenwriter based in the UK. He also works as a consultant on projects, company strategy and in developing and delivering training and development programmes for the international film industry and to the wider creative and cultural industries. Directing credits include the award winning feature film Miles from Nowhere. David is currently developing the drama Angela as well as the thrillers See Saw and The Hiding Place. Training and support work has included previously holding the position of CEO of the NPA (a national membership organisation for producers, directors and screenwriters) and Director of Education for New York Film Academy in London. David has also worked as a training consultant on curriculum and faculty development for The Irish Film Academy, The Metropolitan Film School, London Film Academy and City University London. He is also the consultant / moderator for The Rotterdam Lab for emerging producers at CineMart. Other clients, partners and collaborators have included the BFI, UK Film Council, BBC, Cannes Cinefondation, Xingu Films, The Royal Scottish Academy of Music and Drama, Edinburgh International Film Festival, BFI London Film Festival, Lionhead Studios, Power to the Pixel, Xingu Films, UK Film Centre at Cannes Film Festival, Short Film Corner Cannes Film Festival, Film London and FIKE (Portugal), IPIFF (Romania) and Expresion en Corto (Mexico) film festivals. David is a British Film Institute associate tutor and has industry mentored for First Light the UK Film Council backed initiative to support filmmaking by young people. David was one of the participants of the CLI Programme 2009.

**Venue Information**

British Council

10 Spring Gardens  
London SW1A 2BN  
T: +44 (0)20 7389 3081  
W: [www.britishcouncil.org](http://www.britishcouncil.org)

**Tuesday, 18 October 2011**

**London Film Festival industry events**

**Wednesday, 19 October 2011**

**London Film Festival industry events**

**Lunch with Briony Hanson and international film programmers**

Lunch with international festival programmers and British film producers attending the London Film Festival. Further details to be confirmed.

**Briony Hanson**

Briony is the British Council's Director Film. Before joining the British Council in July 2011, she spent the last ten years at The Script Factory, a filmmakers' organisation focusing on the development and training for the film community. Before that, she was head of the programme unit at the BFI. In addition to her full-time work she has taken on roles varying from being a BAFTA jury member to a tutor in film programming. <http://film.britishcouncil.org/>

**Venue Information**

TBC

**Thursday, 20 October 2011**

**Screen Participants Leave**