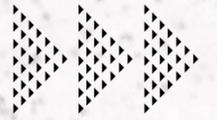
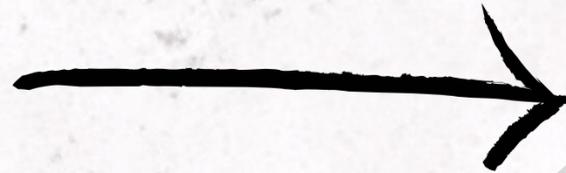


(A look back at our last showcase in 2019...)



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The Oxfordshire Creative Industries Showcase



**Hosted by OxLEP and
Oxford Brookes University**

**20
22**

#OCIS2022



Today's sessions...

10am to 10.20am:

Introductory address: Nigel Tipple – Chief Executive, OXLEP and Professor Joe Tah – Pro Vice-Chancellor and Dean of Technology, Design and Environment at Oxford Brookes University.

10.20am to 11.05am:

Panel session: 'Rethinking the economy: The future is creative':

How can we ensure the creative industries play a key role in economic growth, provide social benefits for communities, and play a part with the levelling up agenda?

The sector has faced many challenges over the last few years due to the pandemic. This panel will discuss future opportunities and priorities for economic growth of the sector (i.e. facilitating collaboration across partners (colleges and universities, creative organisations, business, finance and local authorities); supporting and harnessing emerging technologies, new experiences and audiences, whilst recognising the need to adapt to a post-pandemic world).

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Today's sessions...

11.15am to 12.15pm:

Panel session: 'Storytelling and... spaces, places and the visitor economy'

This 'lightening talk' panel session aims to explore the untapped creative potentials of the city of Oxford.

Looking beyond Alice in Wonderland and Harry Potter, panellists will propose new ideas on how to explore storytelling as a unique form of cultural heritage through its tangible and intangible forms.

From the Cowley Road Carnival and its community focus, the literary festival and its role in the edutainment industry, as well as the potential of dark and film tourism, participants will discuss how a new and needed focus for storytelling can enhance an alternative cultural life of the city, while attracting new audiences to boost the visitor economy.



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Today's sessions...

1.15pm to 2.15pm:

Panel session: 'Storytelling and... gamification' (interactive session)

University of Oxford TORCH panel look to discuss the gamification of research-led narratives, exploring an innovative project which uses the power of AI-conversation (Charisma.ai) to engage audiences with literary subjects including Chaucer's Canterbury Tales. To include interactive engagement using immersive media with the audience to experience one of the prototypes.

2.25pm to 3.20pm:

In Oxfordshire, imagining the future is in our DNA; His Dark Materials, The Lion the Witch and the Wardrobe, Lord of the Rings, Alice in Wonderland, Harry Potter, all complete universes which take for granted no boundaries and unlimited horizons, prefiguring the complex worlds of Artificial Intelligence and Virtual Reality. Our storytelling talent crosses individual sectors (AI, gaming, literature, TV, film, art, theatre, music, publishing, comedy) but it also thrives within its own spheres. What does the future have in store for reading, storytelling and the 'text' in a world where visual media is increasingly dominant?

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Today's sessions...

3.20pm to 3.50pm:

Students will showcase the new enterprise and employability provision to support and grow The School of Arts' professional network with the Creative Industries through live projects, internships and placements, residencies and consultancy at Oxford Brookes University.

They are the conduit for connecting businesses and organisations with innovative creative students and staff from our diverse portfolio of disciplines.

Designed by students as partners in conjunction with the Employability and Enterprise Lead in the School of Arts, this service aims to meet the needs of three main stakeholders; employers, students and staff. They will present how they came to being, their vision for the future and how industry members can connect for mutual benefit.

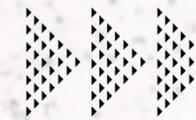
3.50pm to 4.30pm:

Reception and networking, sponsored by OXLEP plus 'Careers Capture Booth' by Film Oxford Production.



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The Oxfordshire Creative Industries Showcase:

Our panels

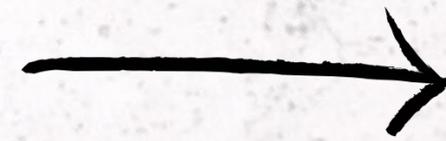


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Introductory address

FLASH BACK: Take a look at our 2019 showcase film...



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Nigel Tipple

Chief Executive - OxLEP



Nigel joined OxLEP in June 2013 and continues to make his mark with energetic and inspirational leadership. He is a passionate and committed champion of Oxfordshire businesses, promoting and attracting the county's key sectors and has helped secure over £1bn of direct investment into Oxfordshire over this period.

Professor Joe Tah

Pro Vice Chancellor and Dean of Technology, Design and Environment - Oxford Brookes University



Professor Joe Tah is responsible for the strategic leadership and implementation of the University's strategy at faculty level, including accountability for the development and delivery of academic, operational and financial plans and targets, working closely with the Vice-Chancellor's Group. He has previously held the positions of Associate Dean Strategy and Development in the faculty, Founding Head of the School of the Built Environment and Professor of Project Management in the School of the Built Environment.

'Rethinking the economy: The future is creative'

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Nigel Tipple

Is a panelist and will be joined by...



Professor Andrew Chitty

Audience of the Future

For the last four years, Andrew has led the UK's largest ever investment into R&D for the creative industries, deploying £95m from UK Research and Innovation and raising more than £200m of co-investment.

The Creative Industries Clusters Programme of place-based R&D investment and the Audience of the Future Challenge – providing innovation funding for the development of new immersive products, services and experiences – have together supported 900 plus businesses and engaged 65 research organisations across the UK.

Currently Andrew is the Arts and Humanities Research Council's Creative Economy Champion and Professor of Creative Industries at Loughborough University London.

Vanessa Lefrancois

Joint Director and CEO
Oxford Playhouse

Vanessa is currently the Joint Director and CEO of Oxford Playhouse – they are committed to inspiring people and transforming lives by cultivating and championing creativity.



John Newbigin
OBE

Panel host and
creative industries
champion



John Newbigin OBE chairs the PEC International Advisory Council on the creative economy and is the London Mayor's Ambassador for the creative economy. He was part of the team that developed the first definition of the creative industries, adopted by the UK government in 1998, and was co-founder and first Chair of Creative England.

He is Chair of the British Council's Advisory Board for Arts and Creative Economy and is a Visiting Fellow at Goldsmiths, University of London.



Dr Judie M Gannon

Senior Lecturer
Oxford Brookes Business School

Dr Judie Gannon leads the Doctorate in Coaching and Mentoring in the International Centre for Coaching & Mentoring Studies (ICCaMS) in the Oxford Brookes Business School. Her research interests focus on coaching, mentoring and leadership development across a variety of sectors including the creative and the hospitality, tourism and events sectors. Judie founded the Bacchus Mentoring scheme and she continues this work by acting as an advocate for, and advisor to, a number of mentoring and coaching initiatives.

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Dr Nicole Ferdinand

Panel host and Oxford School of Hospitality Management

Nicole is Programme Lead for Hospitality, Tourism and Events for the Oxford School of Hospitality Management. She is also a Senior Lecturer specializing in Events Management.

Her research in the field is driven by the belief that events matter. Events when staged ethically, responsibly and with purpose can change the lives of individuals, as well as permanently reshape communities, societies, cities and counties for the better.

Her early work, a multi-disciplinary study on Caribbean Carnivals, which sought to gain new insights into the practices of an often maligned, underappreciated group of cultural entrepreneurs; and her latest research into the process trolls use to create abusive firestorms on Twitter around popular event hashtags, exemplify how she uses evidence-based arguments to unlock truths and challenge narratives to effect change within a festival/event context.



Dr Giulia Rossetti

Lecturer in Events Management
Oxford Brookes University

Giulia is a Lecturer in Events Management in the Business School, Oxford Brookes University. She teaches modules related to events, festivals, and marketing at Undergraduate and Postgraduate levels. Giulia's areas of expertise are: understanding festival and event experiences using cultural sociology and serious leisure theories; festival socio-cultural impacts; and the educational value of festivals and events.



Dr Hanna Klien-Thomas

Research Fellow Creative Industries
Oxford Brookes University

Hanna is a research fellow with the Creative Industries Research and Innovation Network (CIRIN) at Oxford Brookes University. Her PhD project on Bollywood audiences in the Anglophone Caribbean was funded by the Austrian Academy of Sciences and she was an affiliate scholar at the Institute of Gender and Development Studies in St. Augustine (University of the West Indies). Previous publications include monographs on Cuban Hip Hop and Hindi films, as well as various articles on digital practices, activism and fandom.

'Storytelling and... Spaces, places and the visitor economy'



Dr Brianna Wyatt

Senior Lecturer: Dark Tourism and Events Management
Oxford Brookes University

Brianna specialises in dark tourism, supported by her academic research and industry experience. Brianna teaches dark tourism, events management, and global contexts of hospitality, tourism and events at both Undergraduate and Postgraduate levels at Oxford Brookes University.



Dr James Cateridge

Senior Lecturer in Film
Oxford Brookes University

James is Senior Lecturer in Film at Oxford Brookes University. His teaching and research centre around the screen industries in the UK and internationally, with specialist areas including media tourism, film policy and mentoring in the creative industries. He is currently Network Lead for the Creative Industries Research and Innovation Network.

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'Storytelling and... Gamification'

Tasha Patel and Dr Victoria McGuinness

Panel hosts and TORCH, University of Oxford

Tasha is Creative Industries Officer for the Humanities Division at the University of Oxford. She aims to build new relationships (and nurture existing ones) between Humanities researchers and companies within the Creative Industries, which encompasses a broad range of fields including animation, AI, film, TV and gaming.

Victoria is Head of Cultural Programming and Partnerships at the Oxford Research Centre in the Humanities (TORCH) at the University of Oxford. She oversees three teams that support humanities research engagement through facilitation of interdisciplinary and international networks, fellowships and public engagement with research.

Lucy Askew

Chief Executive
Creation Theatre

Lucy is Chief Executive of Oxford based Creation Theatre Company. Prior to the pandemic Creation were known for their inventive adaptations of classic texts in unusual locations in the UK with over half a million people having seen their work. In March 2020 though they pivoted to Digital and since have become leaders in the emerging artform that is Digital Theatre. Lucy was listed in the Stage Top 100 in 2021 for Creation's work throughout the pandemic and was Shortlisted for the Arts Council England 'Emerging Digital Leader' award.

Rachael Hodge

Producer and Project Manager
Charisma.ai

Rachael is a producer and project manager for Charisma Entertainment, an Oxford-based company that specialises in story-led, immersive digital experiences. Rachael has been involved in several other Oxford University-Charisma collaborations, including WillPlay, a social-media-style retelling of Shakespeare's Romeo and Juliet. She recently completed a DPhil in English literature.

Lucy Fleming

DPhil Candidate
New College, Oxford

Lucy is a DPhil Candidate in English at New College, working on the history and form of the 'children's adaptation,' with special attention to retellings of Chaucer and Shakespeare. Other research includes feminist studies, life writing and secular exegesis.

Marion Turner

Professor of English Literature
Jesus College, Oxford

Marion is Professor of English Literature at Jesus College. Her most recent book is the prize-winning Chaucer: A European Life (Princeton, 2019) and her next book, The Wife of Bath: A Biography will be published in January 2023.

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'Imagining the future of storytelling'



Daniela Treveri Gennari

Panel host and Oxford Brookes University

Daniela is Professor of Cinema Studies at Oxford Brookes University. She is currently the Research Lead in the School of Arts, where she looks after and supports research and research staff. She is responsible for supervising funding applications, REF submissions, academics' research plans and contributing to the development of a strong and vibrant school research environment. Daniela is at present the Chair of the newly constituted Creative Industries Research and Innovation Network, which aims to link academia and industry within the creative sector, as well as one of the Directors of the Centre of Research in the Arts (CoRA).



M.G. Harris

Author

Born in Mexico City, Maria Guadalupe 'MG' Harris grew up in Manchester. Before turning to writing fiction she was a molecular biologist and also had a stint as an Internet entrepreneur. She has published three book series for young readers. 'The Joshua Files' and 'Gemini Force One' both series authored as 'M.G. Harris' are sci-fi fantasy adventures for middle-grade; 'Emancipated' trilogy (authored M.G. Reyes) is a YA contemporary crime drama set in Venice Beach, LA. MG lives in Oxford and is a tutor at the Oxford Centre for Fantasy.



Caroline Jones

Story Museum

Caroline has worked with leading cultural organisations for 25 years, starting in administration before finding a natural affinity with fundraising and development, with roles at the Institute of Contemporary Arts, the Roundhouse, the Young Vic and the Royal Shakespeare Company; the latter two as Development Director during major capital development projects. She discovered the Story Museum in 2013 whilst working as a consultant with arts and heritage clients and was beguiled by its wit and creativity, its potential to create social change and the interesting, dusty, old building. Several years later, Caroline is proud to be Director and CEO of the Museum.

Claire Barry

Line Producer and OTMN Chair

Claire is an experienced television line producer and began her working life with ITV at Anglia Television and has worked freelance for many companies including BBC, Channel 4, TWI, European Tour Productions, Mentorn, Atlantic Productions, Sky News, Sky Sports, IMG, Novel Entertainment, ITV Sport and many other production companies.

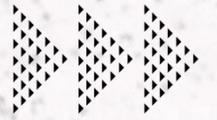


Brian Mitchell

Independent Digital Content Producer

Independent Digital Content Producer, Brian Mitchell has over 20 years experience in motion capture having been previous Head of Production at Rebellion Studios, and MD of Audiomotion. He has worked with a wide variety of productions over the years from epic movies to small scale art projects. He is involved in all areas of production from start to finish. Working directly with the client during pre-production helping co-ordinate, identifying potential issues and providing solutions where necessary. As mocap supervisor during shoots, Brian provides technical guidance and enables creatives to achieve their vision.

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