

BCreative Conference Schedule

DATE **THURSDAY • MAY 10**

▶ **Registration**

PARTICIPANTS All conference attendees welcome

TIME 7:00 AM – 7:45 AM

VENUE **Harbour Centre Campus / Teck Gallery**

DATE **FRIDAY • MAY 11**

▶ **Registration / Coffe and Pastries / Networking**

PARTICIPANTS All conference attendees welcome

SUMMARY Registration opens at 7:00 am with coffee

TIME 7:00 AM – 7:45 AM

VENUE **Harbour Centre Campus / Main Concourse**

All **BCreative** sessions will be held at Simon Fraser University:

- ▶ **Harbour Centre Campus**
515 West Hastings Street
- ▶ **Morris J Wosk Centre for Dialogue**
580 West Hastings Street

Both buildings are next to conference accommodation sponsor Delta Vancouver Suites.

Daily schedules will be available throughout the venues.

BCreative 2012

SFU HARBOUR CENTRE
Suite 3573
515 West Hastings Street
Vancouver, BC
V6B 5K3

EMAIL creative@sfu.ca
TEL 1.778.782.5241
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BCreative Conference Schedule

DATE **FRIDAY • MAY 11** CONTINUED

EVENT 1 Finding and exploiting a market niche: How BC can maximize its participation in the digital creative culture

PARTICIPANTS *Opening Remarks* • ROWLAND LORIMER, Conference Host & SUZANNE NORMAN, Conference Director
Introduction • IAIN BLACK, President and CEO Vancouver Board of Trade
Welcome Keynote • RYAN HOLMES, Founder and CEO of Hootsuite

TIME 7:45 AM – 9:00 AM

VENUE Harbour Centre Campus / Room 1900, Fletcher Challenge Theatre

EVENT 2 Mayor's Panel

PARTICIPANTS *Panel* • MAYOR WALTER JAKEWAY, Campbell River / MAYOR PETER MILOBAR, Kamloops
Moderator • ALISON BEALE, Director, School of Communication, FCAT, SFU

SUMMARY The Mayors will each speak to the priority the creative economy has in their planning processes. They will briefly review past successes in supportive programs, how success is measured, what new programs are planned, and what opportunities their programs open up for complementary action by the provincial and federal governments.

TIME 9:00 AM – 9:50 AM

VENUE Harbour Centre Campus / Room 1900, Fletcher Challenge Theatre

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DATE **FRIDAY • MAY 11** CONTINUED

▶ **Coffee Break / Networking**

TIME 9:50 AM – 10:15 AM

VENUE Harbour Centre Campus / Main Concourse

EVENT 3 **Plenary – Building Vancouver’s Creative Impact**

PARTICIPANTS **MICHAEL GELLER**, Developer / **ROGER HUGHES**, Principal, Hughes Condon Marler Architects

SUMMARY Using local and global examples, two well-known creative sector members discuss how Vancouver and other BC cities can create environments that build participation, cohesion, and social capital for the benefit of all citizens.

TIME 10:15 AM – 11:15 AM

VENUE Harbour Centre Campus / Room 1900, Fletcher Challenge Theatre

EVENT 4 **Plenary – Media Development Corporations as catalysts to the development of Creative Economies**

PARTICIPANTS *Introduction* • **KENNEDY STEWART**, MP Burnaby-Douglas

SPENCER HERBERT, NDP Arts Critic, BC

SUMMARY Spencer Herbert believes that British Columbia could benefit greatly from an agency similar to the Ontario Media Development Corporation. His background in arts and culture has given him insight into both the needs of the creative sector and the kinds of policies that turn creative production from net expenditures to powerful economic, as well as social, drivers, while at the same time diversifying the BC economy.

TIME 11:15 AM – 11:45 AM

VENUE Harbour Centre Campus / Room 1900, Fletcher Challenge Theatre

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EVENT 5 Brand BC – Connecting Business to Creative

PARTICIPANTS **TODD FALKOWSKY**, Principal Citizen Brand.

TIME **11:45 AM – 12:00 PM**

VENUE **Harbour Centre Campus / Room 1900, Fletcher Challenge Theatre**

EVENT 6 Creative Industries in BC

PARTICIPANTS *Introduction* • **ROWLAND LORIMER**, Director, Canadian Centre for Studies in Publishing.

Keynote Address • **IDA CHONG**, Minister of Community, Sport and Cultural Development, Province of BC.

SUMMARY The creative sector can best grow in BC in an environment built on partnerships with the business community, not just with bankers, service providers and entrepreneurs, but also with the understanding that like other industries, the sector needs statutory and policy infrastructure that is a catalyst for growth. Already at 7.4 percent of GDP in Canada (indirect and induced activity included), based on its human and natural resources, its attractions to people from around the world, BC has the opportunity to capitalize on its natural assets and build consumption within its own population and the many visitors to the province each year.

TIME **12:00 PM TO 12:30 PM**

VENUE **Harbour Centre Campus / Room 1900, Fletcher Challenge Theatre**

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EVENT 7 Creative Nanoeconomics: enterprising artists as nuclear particles.

PARTICIPANTS **JUDI PIGGOTT**, Specializes in community and organizational development in the creative sector

SUMMARY In order to develop policies and interventions that build and sustain the entrepreneurial capacity for creative innovation and production at the heart of the creative economy, we need a serious rethink of our assumptions, and must change how we gather the data on which these are built.

TIME 12:30 PM TO 1:00 PM

VENUE Harbour Centre Campus / Room 1900, Fletcher Challenge Theatre

▶ **Lunch Break**

TIME 1:00 PM TO 2:00 PM

VENUE Participants are encouraged to visit some of the wonderful local eateries near the university.

EVENT 8A Ignite: Art / Artisan

PARTICIPANTS **LINDA DOHERTY**, Potter and Author of *Made of Clay, Ceramics of BC*

MICHELLE LOUGHERY, Public mural artist

JULIE MCINTYRE, President & BC Representative for CARFAC BC, Artist and Printmaker

ANNA LIDSTONE, Writer

SUMMARY Ignites are presentations accompanied by approximately 18 slides, 10 minutes (maximum) per session.

TIME 2:00 PM – 2:40 PM / Concurrent session **EVENTS 8A / 8B**

VENUE **Morris J Wosk Centre for Dialogue** / Room 370, HSBC Executive Meeting Room

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DATE **FRIDAY • MAY 11** CONTINUED

EVENT 8B Ignite: Digital / Media / Tech

PARTICIPANTS *Introduction* • JOHN MAXWELL, Master of Publishing Program, SFU
PETER ARMSTRONG, Founder of Ruboss and Co-founder of Leanpub
ALLYSON MCGRANE, Left Right Minds Initiatives. Specializes in the arts, non-profit and small business start-ups
JUDI PIGGOTT, Specializes in community and organizational development in the creative sector
ANGELA CROCKER, Principal, Beachcomber Communications

SUMMARY Ignites are presentations accompanied by approximately 18 slides, 10 minutes (maximum) per session.

TIME 2:00 PM – 2:40 PM / Concurrent session **EVENTS 8A / 8B**

VENUE **Morris J Wosk Centre for Dialogue / Room 470, Hamber Foundation Room**

▶ **Coffee Break / Networking / Showcase**

PARTICIPANTS All conference attendees welcome

TIME 2:40 PM – 3:10 PM

VENUE **Harbour Centre Campus / Main Concourse**

EVENT 9 Plenary – Paris, creative economy and art de vivre

PARTICIPANTS *Introduction* • RAYNALD BELAY, Attaché culturel – Consulat général de France à Vancouver
PATRICK COCQUET, CEO, Cap Digital, Paris
VINCENT GOLLAIN, Chief Economic Development Officer, Paris Region Economic Development Agency

TIME 3:10 PM – 4:10 PM

VENUE **Harbour Centre Campus / Room 1900, Fletcher Challenge Theatre**

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EVENT 10 **Plenary – The Ontario Media Development Corporation (OMDC)**

PARTICIPANTS *Introduction* • **RHYS KESSELMAN**, Professor, School of Public Policy, SFU
KAREN THORNE-STONE, CEO, Ontario Media Development Corporation

SUMMARY Karen Thorne-Stone will talk in broad terms about the opportunities that the OMDC has been able to make available to the Ontario creative sector, and review the general success of those opportunities highlighting some notable successes. She will then review the opportunities that she projects as opening up and how the OMDC will assist the Ontario creative sector to respond to evolving opportunity

TIME 4:10 PM – 4:40 PM

VENUE Harbour Centre Campus / Room 1900, Fletcher Challenge Theatre

EVENT 11 **Plenary – Mixed Panel: Artistic Animation**

PARTICIPANTS *Introduction* • **ROB WOODBURY**, Professor, School of Interactive Arts and Technology, SFU
4:40–5:00 PM **WILL GARRETT-PETTS**, Professor, Small Cities Community-University Research Alliance, Thompson-Rivers University, Art in the public sphere: What artists and community partners say about “Artistic Research.”
5:00–5:20 PM **WILL STRAW**, DIRECTOR, McGill Institute for the Study of Canada. Night-time Economies.
5:20–5:40 PM **MASSIMO MANZONI**, Architect. Dynamics and Benefits of Design-Based Manufacture.

VENUE Harbour Centre Campus / Room 1900, Fletcher Challenge Theatre

▶ **Free Evening**

TIME 5:40 PM – ON

VENUE Please see your five-minute restaurant guide for local pubs and eateries

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DATE **SATURDAY • MAY 12**

▶ **Registration / Coffee and Pastries / Networking**

PARTICIPANTS All conference attendees welcome

TIME 8:00 AM – 8:30 AM

VENUE **Harbour Centre Campus / Main Concourse and Teck Gallery**

EVENT 12 **Plenary – Understanding and measuring the cultural industries**
Reading by poet Garry Thomas Morse

PARTICIPANTS *Welcome / Introduction* • **CHERYL GEISLER**, Dean FCAT, SFU

Welcome Keynote • **EDNA DOS SANTOS-DUISENBERG**, Chief, Creative Economy Programme, UNCTAD

SUMMARY Edna dos Santos-Duisenberg will be speaking on the topic of research to assist governments in policy-making and technical cooperation projects in developing countries oriented to the development of creative economies. She will touch on the UN Creative Economy Reports (2008 and 2010), and UNCTAD's Global data bank on world trade of creative industries. Consistent with her actions worldwide, and inline with the aims of BCreative 2012 she will speak on sensitizing governments, business, academics and practitioners about the economic potential of the creative industries not only to generate jobs, revenues, trade and innovation but also for its contribution to social inclusion and cultural diversity.

TIME 8:30 AM TO 9:30 AM

VENUE **Harbour Centre Campus / Room 1900, Fletcher Challenge Theatre**

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DATE **SATURDAY • MAY 12** CONTINUED

▶ **Coffee Break / Networking**

PARTICIPANTS All conference attendees welcome

TIME 9:30 AM – 10:00 AM

VENUE **Harbour Centre Campus / Main Concourse**

EVENT 13A Books, magazines, films, music.

PARTICIPANTS *Introduction* • **ROWLAND LORIMER**, Director, Canadian Centre for Studies in Publishing, SFU

SUSAN BRINTON, Creative Industries Consultant

BOB D’EITH, Executive Director Music BC

MARGARET REYNOLDS, Executive Director, Association of Book Publishers of BC

MARK JAMISON, CEO of Magazines Canada

LIZ SHORTEN, Managing Vice-President, Operations and Member Services at CMPA

SUMMARY From the Margins to the Mainstream: Moving BC’s Creative Industries Forward

TIME 10:00 AM – 11:00 AM / Concurrent session **EVENT 13A / 13B**

VENUE **Morris J Wosk Centre for Dialogue / Room 370, HSBC Executive Meeting Room**

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DATE **SATURDAY • MAY 12** CONTINUED

EVENT 13B Fashion: Putting BC on the Style Map / Panel

PARTICIPANTS *Introduction / Moderator* • **DEANNA DEVITT**, Department Head, Fashion Design, University of the Fraser Valley
VIVIENNE TAYLOR, Principal, Trend Fashion Forecasting & Marketing
JUN RAMOS, Founder & Creative Director of Vancouver Men's Fashion Week
KATHERINE SOUCIE, Artist and Designer
SARAH MURRAY, Director, Fashion Capsule Communications + Style Lounge

SUMMARY A consideration of BC created fashion lines and what is needed to continue to nurture a growing, infant industry

TIME 10:00 AM –11:00 AM / Concurrent session **EVENT 13A / 13B**

VENUE **Morris J Wosk Centre for Dialogue / Room 470**, Hamber Foundation Room

EVENT 14 Plenary - Arts and Aboriginal Opportunities

PARTICIPANTS **CALVIN HELIN**, First Nations author, lawyer, and activist

SUMMARY One of the globally noted characteristics of British Columbia is its aboriginal art. Calvin Helin will speak on the role that artistic production plays in community cohesion and development throughout BC.

TIME 11:00 AM –11:30 AM

VENUE **Harbour Centre Campus / Room 1900**, Fletcher Challenge Theatre

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DATE **SATURDAY • MAY 12** CONTINUED

EVENT 15 Professional education for digital media: Capabilities, trends, opportunities / Panel

- PARTICIPANTS **RICHARD SMITH**, Director, Centre for Digital Media
BONNE ZABOLOTNEY, Dean of Design and Dynamic Media, Emily Carr University
PATRICK PENNEFATHER, Educator & Performer
HOWARD DONALDSON, President, DigiBC
JOHN TYLEE, DIRECTOR, Policy and Research, Vancouver Economic Commission
OWEN UNDERHILL, Director, School for Contemporary Arts, SFU

SUMMARY The role of education from post secondary to professional development in nurturing the creative economy.

TIME 11:30 AM –12:30 PM

VENUE Harbour Centre Campus / Room 1900, Fletcher Challenge Theatre

EVENT 16 Luncheon

- PARTICIPANTS *Introduction* • **HAL WAKE**, Artistic Director, Vancouver International Writers Festival
Keynote Address • **ROBERT SIRMAN**, Director and CEO of the Canada Council for the Arts

SUMMARY Mr. Sirman will reflect on the challenges faced by public funders to transform the way they invest in today's rapidly evolving arts sector.

TIME 12:30 PM to 2:00 PM

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DATE **SATURDAY • MAY 12** CONTINUED

EVENT 17A Creative elements

PARTICIPANTS *Introduction* • GILLIAN WOOD, Executive Director, BC Arts Council

2:00-2:20 PM SUNG VAN, Creative Director, Latitude, Design as an economic driver

2:20-2:40 PM DUNCAN LOW, School of Communication, SFU Can Mega Events enhance a creative economy? Lessons from the Vancouver 2010 Cultural Olympiad.

2:40-3:00 PM JAMES LAM, Manager, Capital Regional District Arts Development Service, What the Arts are worth: The Greater Victoria Arts and Culture sector economic activity study.

SUMMARY Measuring the impact of the creative sector on the economy.

TIME 2:00 PM – 3:00 PM / Concurrent session **EVENTS 17A / 17B / 17C**

VENUE Morris J Wosk Centre for Dialogue / Room 320, Strategy Room

EVENT 17B Ideas / Panel

PARTICIPANTS *Introduction* • BETTY SCHELLENBERG, Chair, Department of English

2:00-2:30 PM TIMOTHY TAYLOR, Author and Big Ideas Columnist for the Globe and Mail’s Report on Business, What

2:30-3:00 PM sanctioned public art can learn from unsanctioned street art

T.J. DAWE, Writer / Performer / Director and co-founder of the group ideas blog, Beams and Struts, How the digital age is prompting us toward isolation, distraction and argumentativeness.

SUMMARY Two of BC’s award-winning authors and thinkers offer perspectives public art and digital media.

TIME 2:00 PM – 3:00 PM / Concurrent session **EVENTS 17A / 17B / 17C**

VENUE Morris J Wosk Centre for Dialogue / Room 470, Hamber Foundation Boardroom

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DATE **SATURDAY • MAY 12** CONTINUED

EVENT 17C Local Initiatives – Case Studies

PARTICIPANTS *Introduction* • **HEATHER DEAL**, City of Vancouver Councillor

2:00-2:20 PM **SCOTT VARGA**, University of the Fraser Valley, Planning Abbotsford's U-District

2:20-2:40 PM **LIESL JAUK**, Manager of Cultural Development, City of Richmond, The Culture Days Experience

2:40-3:00 PM **SIRISH RAO**, Publisher and founder of the Vancouver-based Indian Summer Festival

SUMMARY Representatives from three BC cities speak to distinctive initiatives reflective of their locale.

TIME 2:00 PM – 3:00 PM / Concurrent session **EVENTS 17A / 17B / 17C**

VENUE **Morris J Wosk Centre for Dialogue** / Room 370, HSBC Executive Meeting Room

▶ **Coffee break / Networking / Showcase**

PARTICIPANTS All conference attendees welcome

TIME 3:00 PM – 3:30 PM

VENUE **Harbour Centre Campus** / Main Concourse

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EVENT 18A **A Statistical Picture of the Creative Economy of British Columbia**

PARTICIPANTS **LILLIAN HALLIN**, Manager, Statistics BC

SUMMARY National statistics place the creative sector at 7.4 percent of GDP. In recent years Ontario and Quebec have been very active in the development of the creative sector. For example, in Ontario the creative sector contributes \$12.2 annually to Gross Provincial Product. British Columbia statistics are less well-known. BC Stats Manager, Lillian Hallin reports on the latest performance figures.

TIME 3:30 PM – 4:00 PM / Concurrent session **EVENTS 18A / 18B**

VENUE **Morris J Wosk Centre for Dialogue / Room 370, HSBC Executive Meeting Room**

EVENT 18B **Creative spaces – Creative ecology – Creative economy / Panel**

PARTICIPANTS *Introduction* • **MEG HOLDEN**, Associate Professor, Urban Studies and Geography, SFU
JACQUELINE GIJSSSEN, Senior Cultural Planner, City of Vancouver
DIANA LEUNG, Cultural Planner, City of Vancouver

SUMMARY Cultural planners from the City of Vancouver’s present the city’s creative policy initiatives.

TIME 3:30 PM – 4:00 PM / Concurrent session **EVENTS 18A / 18B**

VENUE **Morris J Wosk Centre for Dialogue / Room 470, Hamber Foundation Boardroom**

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EVENT 19A **The Story of Kobo: From Canadian start-up to International Success / Case study**

PARTICIPANTS *Introduction* • **HOWARD DONALDSON**, President, DigiBC
CAMERON DREW, Director, Vendor Relations Kobo Inc.

SUMMARY Kobo Inc. is one of Canada’s great success stories in the rapidly changing publishing industry. Starting as an app for smartphones, Kobo now has three dedicated e-readers and has become an international e-reader player, going head-to-head with the Kindle, Nook and Reader.

TIME 4:00 PM – 4:30 PM / Concurrent session **EVENTS 19A / 19B**

VENUE **Morris J Wosk Centre for Dialogue / Room 370, HSBC Executive Meeting Room**

EVENT 19B **Moving forward: Positive initiatives for BC**

PARTICIPANTS **SANDY GARISSINO**, Lawyer and community activist
LINDSAY BROWN, Artist and community activist

SUMMARY Two community activists for the arts offers ways of implementing creative sector policy in the City of Vancouver.

TIME 4:00 PM – 4:30 PM / Concurrent session **EVENTS 19A / 19B**

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EVENT 20 **Plenary – Case Studies: Newfoundland and Labrador**

PARTICIPANTS ANN ANDERSON, Manager Federal Tourism Partnerships and ELEANOR DAWSON, Director of Arts for the Government of Newfoundland and Labrador. Newfoundland: “The Gros Morne Cultural Blueprint”

SUMMARY Identifying creative clusters and creative niches is the foundation for developing creative industries. Case studies from Newfoundland and Labrador will highlight how this was achievable on the western portion of the island of Newfoundland.

TIME 4:30 PM – 5:30 PM

VENUE Harbour Centre Campus / Room 1900, Fletcher Challenge Theatre

EVENT 21 **Plenary – Closing Keynote**

PARTICIPANTS CHARLES LANDRY, Author and Director of Comedia

SUMMARY Considered one of the “Big Creative Three” thinkers, Charles Landry will present on how inventiveness and open-minded thinking can help a city become more resilient, self-sustaining and future proof itself.

TIME 5:30 PM – 6:30 PM

VENUE Harbour Centre Campus / Room 1900, Fletcher Challenge Theatre

▶ **Evening Reception / Networking / Showcase**

PARTICIPANTS All conference attendees welcome

SUMMARY Social event to wrap up the conference.

TIME 6:30 PM – 8:00 PM

VENUE Harbour Centre Campus / Main concourse and Teck Gallery

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