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Creative Week London Launched



1191831_Creative-Week The launch has been announced of **Creative Week**, five days of high-level events in June covering the film business, TV world and advertising community. The week, which is open to participants from all over the world, will kick off on 2 June in London and comprise **The Media Summit**, the **Broadcast International TV Forum**, **HD Evolved** and **The VFX Summit**, as well as a number of **breakfast events**, **roundtable seminars**, **film screenings**, **drinks parties** and a **gala reception**.

The events will be run by **Screen International** in association with sister titles **Broadcast** and **shots**.

The week is designed to discuss the changes in the way **people consume, create and distribute content** via a number of high-level case studies, keynote speeches and provocative panel sessions.

The Media Summit, a **flagship one-day event** that will bring together the leaders of the UK's biggest media companies, will be held at BAFTA on Wednesday June 4.

Speakers include Warner Bros UK boss **Josh Berger**, ITV chief executive **Adam Crozier**, Channel 4 boss **David Abraham**, All3Media chief executive **Farah Ramzan Golant** and many more.

The **International TV Forum**, to be held at BAFTA on Thursday June 5, will discuss the future of **distributing content globally**.

Speakers include buyers from **key UK broadcasters** such as Channel 5 and Sky, top indie producers and a slew of major international distributors.

It will also be the first time that bosses of the five biggest British sales firms – **BBC Worldwide, ITV Studios Global Entertainment, Shine International, All3Media International and Zodiak Rights** – will be on a single panel.

Conor Dignam, chief executive of Screen publisher Media Business Insight (MBI), said:

“Creative Week will bring together the worlds of TV, film, production, advertising and other key media sectors to showcase and celebrate the best of international creativity and media. We have a fantastic line-up of speakers confirmed already and more to come.”

For more details, visit www.creativeweek.co.uk

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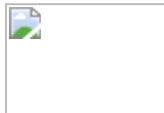
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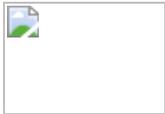
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