



Tuesday 26 February Conference Dinner in the Royal College of Art's Senior Common Room, Kensington Gore
After dinner speech by Feargal Sharkey, former Chief Executive of UK Music and former lead singer of The Undertones and Lord Wood of Anfield, Shadow Minister without Portfolio.

Wednesday 27 February Royal College of Art, Dyson Building

10:00 Welcome:

Professor Paul Thompson, Rector of the Royal College of Art

Conference Introduction:

Professor Stuart Bartholomew, Chair of Ukadia

10:15 Keynote Address:

“A Dangerous Experiment Which Places Universities and Creative Education at Risk”,

Sir Peter Scott, Professor of Higher Education, University of London, Formerly Vice-Chancellor, Kingston University and Editor of the Times Higher Education Supplement

11:00 Questions and Comment

11:15 Break

11:45 Keynote Address:

“Economics of the Creative Industries – What is the Pipeline for?”

Diane Coyle OBE, Vice-Chairman of the BBC Trust and Former Advisor to the Treasury

12:30 Questions and Comment

12:45 Lunch

13:45 Introduction: “Fuelling the Pipeline”

Andy Westwood, CEO GuildHE

14:00 “What do we Need for the Creative Industries to Thrive?”

Bob and Roberta Smith, Artist

Dinah Caine, CEO Creative Skillset

Pauline Tambling, CEO Creative and Cultural Skills

15:00 Questions and Comment

15:15 “Who are you? – Advertising the Pipeline”. A Case Study:

Simon Pride, Head of Marketing at the Arts University, Bournemouth

15:45 Ukadia Panel – Plenary and Close