**CRE8TV.EU Final Conference – 6th, 7th and 8th April, 2016**

**Venue:** Chancellors Hotel and Conference Centre, Manchester, UK

**Day 1 | Wednesday 6th April**

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| *12:00 to 12:45* | *|60’| Lunch (Chancellors Hotel) & Registration* | |
| *12:45 to 12:50* | *|5’|Welcome and Opening Remarks* | *Bruce Tether* |
| 12:50 to 14:00 (1hr 10mins) | **THEME 4 | Digital Ecosystems, Digital Creatives and the Blurring of Production and Consumption** |  |
| - T 4.1.2 Digitization, Smart Growth & the outsourcing of software animation to India (30 mins) | *Mark L. (CBS)* |
| - T 4.1.3 Digitization and the Reconfiguration of Architecture (30 mins) | *Isabelle R. (TU/e)* |
| - Policy & Measurement Issues Arising (10 mins) |  |
| *14:00 to 14:15* | *|15’| Break* | |
| 14:15 to 16:00 (1hr 45mins) | - T 4.2.2 Capturing Rents from Web 2.0 Technology Platforms: How Digital Designers Benefit? (30 mins) | *Lars J. (now CBS)* |
| - T 4.2.3 Digital Platforms & Changing Engagement in Production: Digital Games & Apps (30 mins) | *Jonathan S. (Brighton)* |
| - T 4.2.4: Use of New Media, Web 2.0 Technologies & Firm’s Innovation & Productivity Performance (30 mins) | *Irene B. (ZEW)* |
| - Policy & Measurement Issues Arising (15 mins) |  |
| *16:00 to 16:20* | *|20’| Tea/Coffee-Break* | |
| 16:20 to 17:40 (1hr 20 mins) | **GUEST SPEAKER: Candace Jones (tbc)** (40 mins) | |
| **GUEST SPEAKER: Zoltan Acs (tbc)** (40 mins) | |
| *17:40 to 18:00* | *|20’| Break* | |
| 18:00 to 19:10 (1 hr 10 mins) | **THEME 3 | Entrepreneurs, New Entrants, Firm Growth and Industrial Dynamics in the CCIs** |  |
| - T 3.1.2 Identifying Actual and Nascent CCI Entrepreneurs, and their Characteristics (30 mins) | *Yannis C./ Aimilia P. (NTUA)* |
| - T 3.1.3 Founders & Founding Teams of Creative Entrepreneurial Ventures (30 mins) | *Vincenzo B. (POLIMI)* |
| - Policy & Measurement Issues Arising (10 mins) |  |
| *20:00* | *Evening Dinner (Chancellors Hotel)* | |

**Day 2 | Thursday 7th April**

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| *9:05 to 9:15* | *Welcome* | | | |
| 9:15 to 10:25 (1hr 10mins) | **THEME 2 | Models of Creativity, Design & Innovation, & the Competitiveness of Firms and Industries** |  | | |
| - T 2.1.2 Examining the Variety of Contexts for Creativity (30 mins) | *Jesper S. (CBS)* | | |
| - T 2.1.3 Building a Taxonomy of Creativity-based Approaches to Innovation (30 mins) | *Jonathan S. (UoB)* | | |
| - Policy & Measurement Issues Arising (10 mins) |  | | |
| *10:25 to 10:40* | *|15’| Tea/Coffee-Break* | | | |
| 10:40 to 11:50 (1hr 10mins) | - T 2.2.2 A Typology of the Roles of Designer & Design Competence in Innovation (30min) | *Lisbeth S. G. (UG)* | | |
| - T 2.2.3 Design Driven Innovation: a Source of Radical Change in Product Meanings (30min) | *Claudio D’E. (POLIMI)* | | |
| - Policy & Measurement Issues Arising (10 mins) | | |  |
| 11:50 to 12:30 | **EUROPEAN COMMISSION: Marianne Paasi (Project Officer)** (40 mins) | | | |
| *12:30 to 13:15* | *|45’| Lunch (Chancellors Hotel)* | | | |
| 13:15 to 14:35 (1hr 20mins) | **GUEST SPEAKER: Hasan Bakhshi (NESTA)** (40 mins) | | | |
| **GUEST SPEAKER: Fernando Galindo-Rueda (OECD)** (40 mins) | | | |
| *14:35 to 14:50* | *|15’| Break* | | | |
| 14:50 to 15:50 | **Panel discussion: Innovation Policy & Measurement – are the CCIs Special or Different? And if so, so what?** (60 mins) | | | |
| *15:50 to 16:05* | *|15’| Tea/Coffee-Break* | | | |
| 16:05 to 17:15 (1hr 10mins) | **THEME 4 | Digital Ecosystems, Digital Creatives and the Blurring of Production and Consumption (Cont.)** | | |  |
| - T 4.3.2 Consumers / Users Participation in and through Digital Media (30 mins) | | *Dora H. (Corvinus)* | |
| - T 4.3.3 The Demand for Creative Products: The Consumption and Use of MP3 Files (30 mins) | | *Nicoletta C. (Bocconi)* | |
| - Policy & Measurement Issues Arising (10 mins) | | |  |
| *17:05 to 17:20* | *|15’| Break* | | | |
|  | **THEME 3 | Entrepreneurs, New Entrants, Firm Growth and Industrial Dynamics in the CCIs (Cont.)** |  | | |
| 17:20 to 18:30 (1hr 10mins) | - T 3.2.2 Entrepreneurial CCI Firms – the AEGIS Dataset (30 mins) | *Yannis C./ Aimilia P. (NTUA)* | | |
| - T 3.2.3 Entrepreneurial CCI Firms –the KfW/ZEW Start-up Panel and a Linked- data-set (30 mins) | *Bettina M. (ZEW)* | | |
| - Policy & Measurement Issues Arising (10 mins) |  | | |
| *8:00pm* | *Evening Dinner (tbc – City Centre)* | | | |

**Day 3 | Friday 8th April**

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| *8:55 to 9:00* | *Welcome* | |
| 9:00 to 10:10 (1hr 10mins) | **THEME 5 | Intellectual Property Protection & Intellectual Property Rights in the CCIs & Related Activities** |  |
| - T 5.1.2 Intellectual Property Protection in Design and Copyright Intensive Industries (30 mins) | *Georg L. (ZEW)* |
| - T 5.1.3 The Protection of Digital Products and Designs (30 mins) | *Joachim H. (TUM) (SKYPE)* |
| - Policy & Measurement Issues Arising (10 mins) |  |
| *10:10 to 10:30* | *|20’| Tea/Coffee-Break* | |
| 10:30 to 12:15 (1hr 45mins) | - T 5.2.2 Patterns of Trademarking activity and connections to patenting (30 mins) | *Stefano B. (Bocconi)* |
| - T 5.2.3 The Propensity of CCI Firms to Use and Benefit from Trademarks (30 mins) | *Carolina C. (TU/e)* |
| - T 5.3.2 & T 5.3.3 Anglo German Comparison Study on the Use of Registered Designs (30 mins) | *Bruce T. (UNIMAN)* |
| - Policy & Measurement Issues Arising (15 mins) |  |
| *12:15 to 13:00* | *|45’| Lunch (Chancellors Hotel)* | |
|  | **THEME 3 | Entrepreneurs, New Entrants, Firm Growth and Industrial Dynamics in the CCIs (Cont.)** |  |
| 13:00 to 14:45 (1hr 45mins) | - T 3.3.2 Panel Datasets and the Evolution of Creative, Knowledge Intensive Services (30 mins) | *Bruce T. (UNIMAN)* |
| - T 3.3.3 Mergers and Acquisitions as a Path to Growth in Cultural and Creative Industries (30 mins) | *Keivan A. (POLIMI)* |
| - T 3.3.4 Business Model Innovation and Opportunities for Internationalisation of CCI Firms (30 mins) | *Claudio D’E. (POLIMI)* |
| - Policy & Measurement Issues Arising (15 mins) |  |
| *14:45 to 15:00* | *Closing remarks and next steps (15 mins)* | |
| *15:00* | *Departures* | |