

# XpoNorth Conference programme

WEDNESDAY



	THE JIM LOVE STUDIO	STUDIO 2 (2ND FLOOR)	LA SCALA CINEMA
10am	Getting to Grips with Music Publishing: <b>Hear It From the Experts</b>	<b>Gamification and Engaging Your Audience</b>	<b>It's All About Making</b>
11.15am	BBC Writersroom: <b>Starting Your Television Writing Career</b>	<b>The Growing Opportunities for Remote Participation</b>	PRS for Music <b>The Song Always Comes First</b>
12.30pm	Brand Archaeology: <b>Building New Brands</b>	The Birth of a Book: <b>Dream Plan Do</b>	<b>An Outline of Creative Scotland's Music Strategy and Current Routes to Funding</b>
1.15pm	SMIA Market Focus: <b>Scotland's Independent Label Sector</b>	Off The Beaten Track: <b>Creating International Locations in Rural Environments</b>	Future Proofing the Past: <b>How Can Museums and Heritage Organisations Ensure Future Sustainability</b>
2.45pm	Screen Academy Scotland presents <b>A Guide to Network Television Commissioning</b>		The Power of Provenance <b>In conversation with Matteo Alessi and Harris Tweed Authority</b>
4.15pm	<b>New Approaches to Crowdfunding</b>	Monster High Masterclass: <b>Behind the Scenes with Screen Facilities Scotland</b>	

THURSDAY



	THE JIM LOVE STUDIO	STUDIO 2 (2ND FLOOR)	LA SCALA CINEMA
10am	<b>Storytelling with Michael Rueger</b>	XpoNorth A&R Listening Room: <b>Your Songs in the Spotlight</b>	Work Local, Think Global - <b>A European Creative Hubs Network</b>
11.15am	<b>A&amp;R Worldwide Global Keynote</b>	<b>Building the Economy on Creativity</b>	<b>Masterclass with Film Director, Michael Radford</b>
12.30pm	<b>Meet the Producers of BBC The Social</b>	<b>Predictive Analytics Driving Business Performance</b>	<b>Spotlight on Broadcast and Online Music Licensing</b>
1.15pm	<b>Shift: Scottish Icelandic Maker Collaborations</b>	Publishing Scotland presents Northern Networks: <b>Publishing and Writing in the Highlands and Islands</b>	Virtual Reality: <b>Turning the Tech Into Business Sense</b>
2.45pm	<b>Delivering Innovation through the Crowd Economy</b>	BAFTA Scotland presents: <b>The Story Behind the Truth</b>	<b>Meet the International Music Buyers</b>
4.15pm	Innovate Film <b>in association with VisitScotland Business Events</b>	<b>The Growing Importance of Brands in Today's Creative Industries</b>	