

XpoNorth Conference programme

WEDNESDAY



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

THURSDAY



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

