

# boosted

## BOOSTED

the studio, Birmingham

Mon 17th September 2007, 2.00pm – 8.30pm

The Boost project is holding an event that will bring together Boost participants and inspirational Creatives from the West Midlands for a grande finale: BOOSTED.

During this event Boost participants and other emerging Creatives from the region will have the opportunity to meet and pose their questions to a selection of established professionals from the digital creative industry. Delivered as three focused panel sessions: Digital Imaging, the TV & Film Industry, and the Music Industry.

### THE DIGITAL IMAGING PANEL SESSION 2.00pm - 3.30pm

Focusing on interactive media, photography, design and illustration. Discussions will focus on how to recognise your area of expertise and the range of available opportunities in the market. The panel will be facilitated by STEFAN LEWANDOWSKI of 3Form, accompanied by panellists JOHN McCREA, MAX KHANDHOLA and GREG McLEOD.

### THE TV & FILM INDUSTRY PANEL SESSION 3.45pm - 5.15pm

This panel will bring together a number of experienced professionals working in the TV and Film industry. Discussions will focus on how to get projects off the ground, how to get projects funded and how to get to commissions. The panel will be facilitated by JONNIE TURPIE, accompanied by panellists SALLY HIBBIN, NATASHA CARLISH and PATRICK FLAVELLE.

### THE MUSIC PANEL SESSION 5.30pm - 7.00pm

This panel will bring together a number of experienced professionals working in the Music Industry. Discussions will focus on how the industry has/is changing with the new available technologies and how best to exploit the new opportunities. The facilitator for the panel will be ANDREW DUBBER (UCE), accompanied by panellists BETH APPLETON, NINDER JOHAL, JON COTTON and ANTHONY HUGHES.

Drinks and canapés will follow the panel sessions from 7pm, giving you the opportunity to meet other Creatives in the industry and take a tour of the BOOSTED EXHIBITION. Boost participants will perform live music: confirmed acts so far include Caroline Severn, Gillian Stapleton as well as Carvalho & The Xtended Family.

### BOOSTED EXHIBITION 3.30pm - 8.30pm

Showcasing the work of participants who specialise in a diverse range of media, this exhibition will run alongside the panel sessions.

Confirmed exhibits on the day include Kiernan Productions, Footprint Photography, Kate Green Photography, Andy Doodles Baker, Inspired Film and Video Ltd, Phil Mountford, Dan Lawson and Chris Kentish. A specially created Boost Showreel will also be screened throughout the event, containing a compilation of our participants work including John Finn, Jaime Cleeland and Kieren Brown.

To book your **FREE** place please contact Nav on **0121 753 7700** or at **nav@hi8us.co.uk**

Please remember to specify which panel session/s you wish to attend. The exhibition will be open from 3.30pm - 8.30pm. Booking is not required.

## EVENT SCHEDULE

Registration, tea and coffee from 1.40pm

**2.00pm - 3.30pm**

**THE DIGITAL IMAGING PANEL SESSION**

Break 3.30pm - 3.45pm

**3.45pm - 5.15pm**

**THE TV&FILM INDUSTRY PANEL SESSION**

Break 5.15pm - 5.50pm

**5.30pm - 7.00pm**

**THE MUSIC PANEL SESSION**

Drinks, canapés, networking and live music from 7.00pm - 8.30pm

Continued

# Panellists:

## THE DIGITAL IMAGING PANEL SESSION

**STEF LEWANDOWSKI** is founder and Managing Director of the award-winning UK creative agency 3form. 3form's impressive client list includes the V&A, Channel 4, the BBC, Sprite and Vivienne Westwood.

**JOHN MCCREA** has been drawing comics for 18 years and has worked for every Western mainstream publisher, including Marvel and DC. He has drawn Batman, Superman, Wonder Woman, the Hulk, Spider Man, Daredevil, Wolverine, Star Wars, Judge Dredd and the Simpsons. He has also worked as an illustrator in book, record and magazine publishing and design and story boarding for movies.

[www.johnmccrea.com](http://www.johnmccrea.com)

**MAX KANDHOLA** is a fine art photographer and a senior lecturer teaching photography at Nottingham Trent University. Kandola's approach is philosophical; he has been investigating identity and memory, through history and heritage. His work has been published and exhibited internationally.

**GREG MCLEOD** is one half of animator-writer-director team The Brothers McLeod. Since 2000, their work has appeared on BBC ONE, MTV, Nickelodeon USA, Channel 4, E4, Atomfilms, Channel Frederator and [nokiashorts.com](http://nokiashorts.com).

## THE TV & FILM INDUSTRY PANEL SESSION

**JONNIE TURPIE** founded Maverick Television in 1994 and is now Director of Digital Media. Maverick TV are makers of How To Look Good Naked, 10 Years Younger and Embarrassing Illnesses, amongst others. Always looking ahead to the diverse opportunities that new technologies create, Jonnie now heads up Maverick's ambitious digital media business and is currently executive producing several strands for Teachers TV, the first ever digital channel for professionals, 4Talent for Channel 4, and many more cross-platformed ideas.

He chairs Screen West Midlands, and is a director of First Light Movies, Hi8us Midlands Ltd and Culture West Midlands.

**SALLY HIBBIN** has produced numerous films under the Parallax Pictures umbrella and collaborated for several years with Ken Loach, producing such highly acclaimed and award winning films such as CARLA'S SONG, LADYBIRD LADYBIRD and RIFF RAFF. She also produced the BAFTA and EMMY winner A VERY BRITISH COUP and BAFTA nominated Channel 4 drama DOCKERS.

**NATASHA CARLISH** (Dreamfinder Productions) has produced a number of award winning television documentaries for Channels 4, 5, ITV and international distribution. She has also produced or executive produced over 50 short films including BAFTA nominated BOUNCER starring Ray Winstone and BAFTA award winning BROWN PAPER BAG.

**PATRICK FLAVELLE** is a freelance Producer/Director at Maverick Television. Patrick worked at BBC Birmingham for 15 years, progressing from the role of casual researcher to Series Producer, to Executive Producer for programmes including Gardener of the Year, Clarissa and the Countryman, RHS Tatton Park Flower Show, Chris Beardshaw's Weekend Gardener and Top Gear GTi for UK Horizons.

## THE MUSIC PANEL SESSION

**ANDREW DUBBER** is the degree leader for Music Industries at UCE in Birmingham. He has a particular interest in online music, radio and new media technology and consults for the music industry on issues of new and online business strategies. Andrew has a 20-year background in commercial radio production, running an independent production company and jazz record label.

**BETH APPLETON** is the Head of Digital and Business Development for V2 Records International Ltd. The Digital team at V2 have won a number of New Media Awards, including Best Rock Site for two consecutive years at the Digital Music Awards and Best Use of Multiple Channels at the New Media Awards.

**NINDER JOHAL** set-up and runs Nachural records, a leading bhangra label and the only bhangra label to have had 9 no 1's in Europe with a no.5 in the UK. With a global hit featuring Panjabi MC, Nachural Records remains the only label to have had its material featured on interactive games.

**JON COTTON** is a record producer, engineer, composer and string-arranger based at Artisan, the first commercial Protocols studio in Birmingham. Jon is also the Managing Director of music production company Poseidon Music Limited, which has created the soundtracks to three BBC series, and scored television series for Discovery channel, ITV1 and Channel 4 and several national TV commercials.

Jon has worked with Scott Matthews, Gramophone, Robert Fripp, Primal Scream, Broadcast, Mono, Toyah Willcox and Sweet Billy Pilgrim.

[www.artisanaudio.com](http://www.artisanaudio.com) [www.poseidonmusic.com](http://www.poseidonmusic.com)

**ANTHONY HUGHES** is Programme Coordinator for the Digital Central project delivered by UCE. His remit is to develop Music and Radio industry projects across the Midlands. He founded Birmingham Art & Film forum and has run a video production company for the past 10 years. He was a founding director of Birmingham Music Network Ltd and has acted as a consultant to creative industry SMEs for many years.

The Boost Project is a free support programme for anyone who has a business or business idea that fits within the area known as the Digital Industries, including provision of office space, mentoring, bespoke workshops, and technical and design support to provide marketing materials.

If you are interested in joining the scheme please contact Jo Dunlop, Creative Project Manager: email [jo.dunlop@hi8us.co.uk](mailto:jo.dunlop@hi8us.co.uk) or telephone **0121 753 7700**

[www.boostwm.co.uk](http://www.boostwm.co.uk)

