
CREATIVE COALITION 2020



CREATIVE
INDUSTRIES
FEDERATION

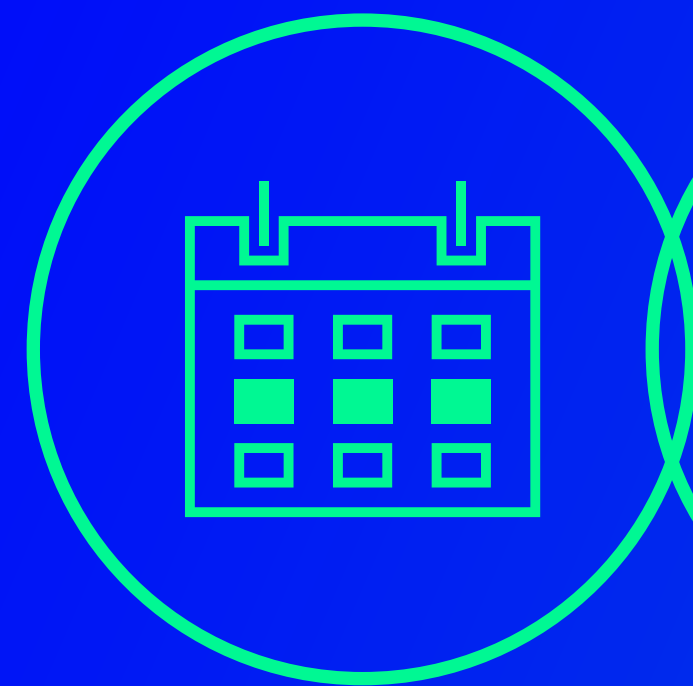
| creative
england

FESTIVAL ROUNDUP

REIMAGINE, REDEFINE, REIGNITE

Creative Coalition Festival was a celebration of the achievements of our industry, we brought together the UK's finest creators, makers, leaders and innovators, at a time when we needed it most.

To **Reimagine**, **Redefine** and **Reignite** our creative future.



3
Full Days



7
Festival Zones



60+
Unique sessions



200+
Speakers



5000+
Unique Viewers



41
Countries

Delivered by home-grown, world-class talent Creative Coalition Festival was a unique experience blending inspiring conversations and interviews, live performances, experiences, workshops and networking opportunities.

THE SUMMIT STAGE

Industry shaping keynote speeches, interviews, panel conversations and performances

DAY 1: REIMAGINE

DAY 2: REDEFINE

DAY 3: REIGNITE

Keynote Speeches & Panels

HOW TO START A MOVEMENT

feat. Jefferson Hack & Mya-Rose Craig

REIMAGINING THE LANDSCAPE,

RESETTING THE NARRATIVE

feat. June Sarpong OBE, Liv Little, Tawiah

A CASE FOR CREATIVITY

CREATIVE INNOVATION

THROUGH THE PANDEMIC

£1.57BN - WHAT NEXT?

Chaired by Rosie Millard OBE

feat. Creative Scotland, Creative Wales, Arts Council NI

MEME MAKERS OR RULE BREAKERS?

feat. Creators, Influencers and Legal Experts

THE FUTURE OF THE WORKPLACE

Chaired by Bruce Daisley

THE RT HON OLIVER DOWDEN CBE MP

THE LEADING WOMEN

Dawn Butler MP, Lucinda Hicks CEO, Kate O'Donnell, CEO and Preena Gadher

ARTS, SCIENCE & THE CREATIVE

INDUSTRIES

A tale as old as time....

MAKING SPACE FOR CREATIVES;

Jefferson Hack & Ross Bailey

Interviews & Performances

GEORGE THE POET

Alt-soul singer songwriter

TAWIAH

EMMA DENNIS-EDWARDS

delivers her award winning monologue

SIR STEVE MCQUEEN CBE

SKY ARTS HOUR: Innovation Workshop

TIM DAVIE CBE & STEPHANIE FLANDERS

BARON NEIL MENDOZA

KEIKEN

If I was prerecorded would you love me less?

DAN GILLESPIE SELLS

SKY ARTS HOUR: Street Art Masterclass

BOYD HILTON & ANNE MENSAH, NETFLIX

The Culture of Content Creation

MAKING YOUR DAY WITH TIKTOK

Funk-pop Cornish singer-songwriter:

POLLY MONEY

RUBY WAX

SKY ARTS HOUR: Pitchblack Playback

THE FACTORY

A place for change; where we make plans for the future

DAY 2: REDEFINE

SUPERHEROES OF SUSTAINABILITY

GROWING PAINS: THE CHALLENGES OF DRIVING GROWTH

ETHICS MORALS OR EGO – WHO RUNS THE WORLD?

MULTIPLE TOWNS, MAXIMUM IMPACT

SAY WHAT YOU WANT TO SAY!

THE FUTURE IS FREELANCE

PUSHING PAST THE PANDEMIC

REIGNITING YOUR PEOPLE PLANS

CROWDFUNDING FOR CREATIVES

LEVELLING UP: CULTURE FOR A CONCEPTUAL EMERGENCY

CREATE CENTRAL: THE HOME OF ORIGINAL STORYTELLING

INNOVATION IN STORYTELLING

THE ROLE OF PLACE

REDEFINING THE REPERTORY

DAY 3: REIGNITE

KICKSTARTING THE ARTS

SPEAKING TRUTH TO POWER

FINDING THE CREATIVITY IN EDUCATION

IMMERSIVE FOR ALL, THE FUTURE OF IMMERSIVE
TECHNOLOGY IS VIRTUAL VIABLE?

GETTING THE BETTER OF BULLIES
W/ THE FILM & TV CHARITY

HOW TO LISTEN

LOSE YOURSELF IN THE ARTS

CULTURAL PLACEMAKING: THE URBAN RENEWERS

TRANSFORMING TOWNS: CREATIVE & CULTURAL STRATEGIES

IN MEMORY OF SIR KEN ROBINSON: WALK THE TALK

GETTING BACK TO BUSINESS AROUND THE WORLD

D&AD ANNUAL REPORT

BUILDING BLOCKS OF DIGITAL STORYTELLING,
THE FUTURE OF IMMERSIVE TECHNOLOGY

THE BIG SCREEN

Theatre * Dance * Spoken Word * Poetry * Live Performance



KEIKEN

cross-dimensional collaborators
Keiken who merge physical, digital, online world building and augmented reality

PLYMOUTH POINT


Love true crime drama? Not quite ready to call it a day? Grab yourself a drink and get involved in our immersive detective game



Also featuring appearances by...

AMELIA SPARKLES

LEWIS WRIGHT



POLLY MONEY


BBC Music
Introducing rising talent Polly Money is Cornish through and through and dedicated to the craft of song-writing and performing

Also featuring appearances by...

CHARLIE SIEM AND ITAMAR GOLAN

NEVIL HOLT OPERA

MOLLY CASE





EMMA DENNIS-EDWARD

Part poetry, part play, Emma Dennis-Edwards delivers a monologue from award-winning Funeral Flowers


DARKFIELD


Creators of new innovative work at the forefront of technology and theatre, utilising binaural sound and sensory effects



GEORGE THE POET

Critically acclaimed spoken-word artist, poet, rapper and social commentator George the Poet gives a live performance






PITCHBLACK PLAYBACK

Bringing celebrations to a melodic close is this unique, deep listening experience. Dim the lights (dont bump into anything) close your eyes, and get fully immersed

TAWIAH

With a well-earned reputation as an alt-soul trailblazer, Tawiah delivers frank, autobiographical songs and performs in a distinct, exciting style



SOCIAL DISTRICT

Carefully programmed windows of digital networking which brought attendees together using video to exchange skills, connect with each other, collaborate and inspire.

Using the Hopin virtual event platform to replicate as best possible the experience of live events.



7511
public chat
messages



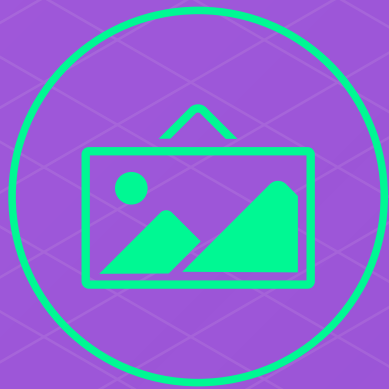
2383
private messages



636
unique 1:2:1 video
meetings



30%
of attendees said they made
new meaningful connections



30+
Partner Exhibitions

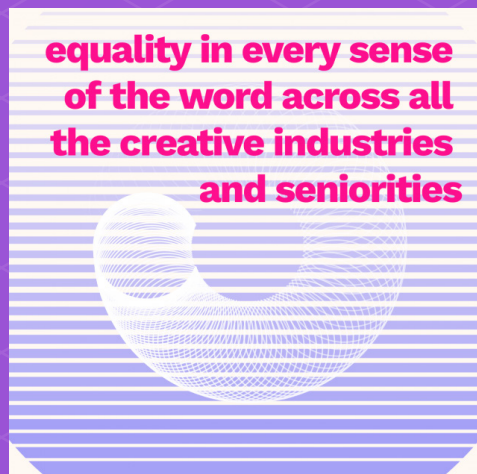
MARKET PLACE

An Online Expo

A festival area where our partners could exhibit their work via a showreel or slideshow, arrange meetings, make new connections and deliver presentations about their work or product



660+
Unique Attendees



BLANK CANVAS

If we looked at 2020 as a blank canvas, what message would you share?
A collaborative wall, filled with user generation content, where attendees could upload their ideas, suggestions and dreams.



PIGEONHOLED

Creatives who refuse to be put in a box

Recorded live at the festival, with further episodes in production
PigeonHoled is our unique Podcast series, hosted by Konnie Huq.
Due to launch in summer 2021.

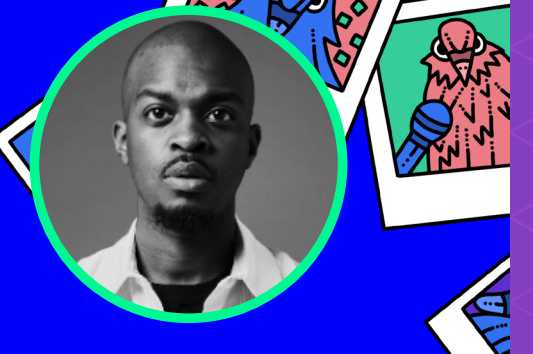
Ruby Wax



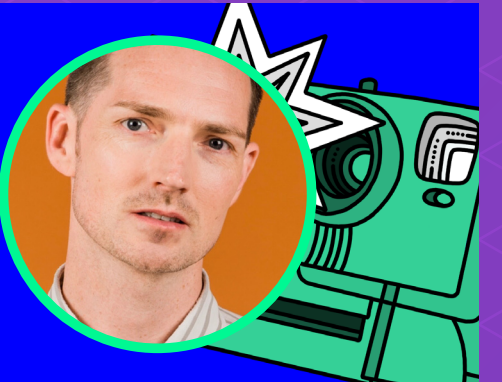
Sir Steve
McQueen
CBE



George
the Poet



Dan Gillespie
Sells



THE IMPACT



9144
Registrants



5391
Attendees



41
Countries



6+
Hours Average Viewing Time



1 Million
Social Engagement



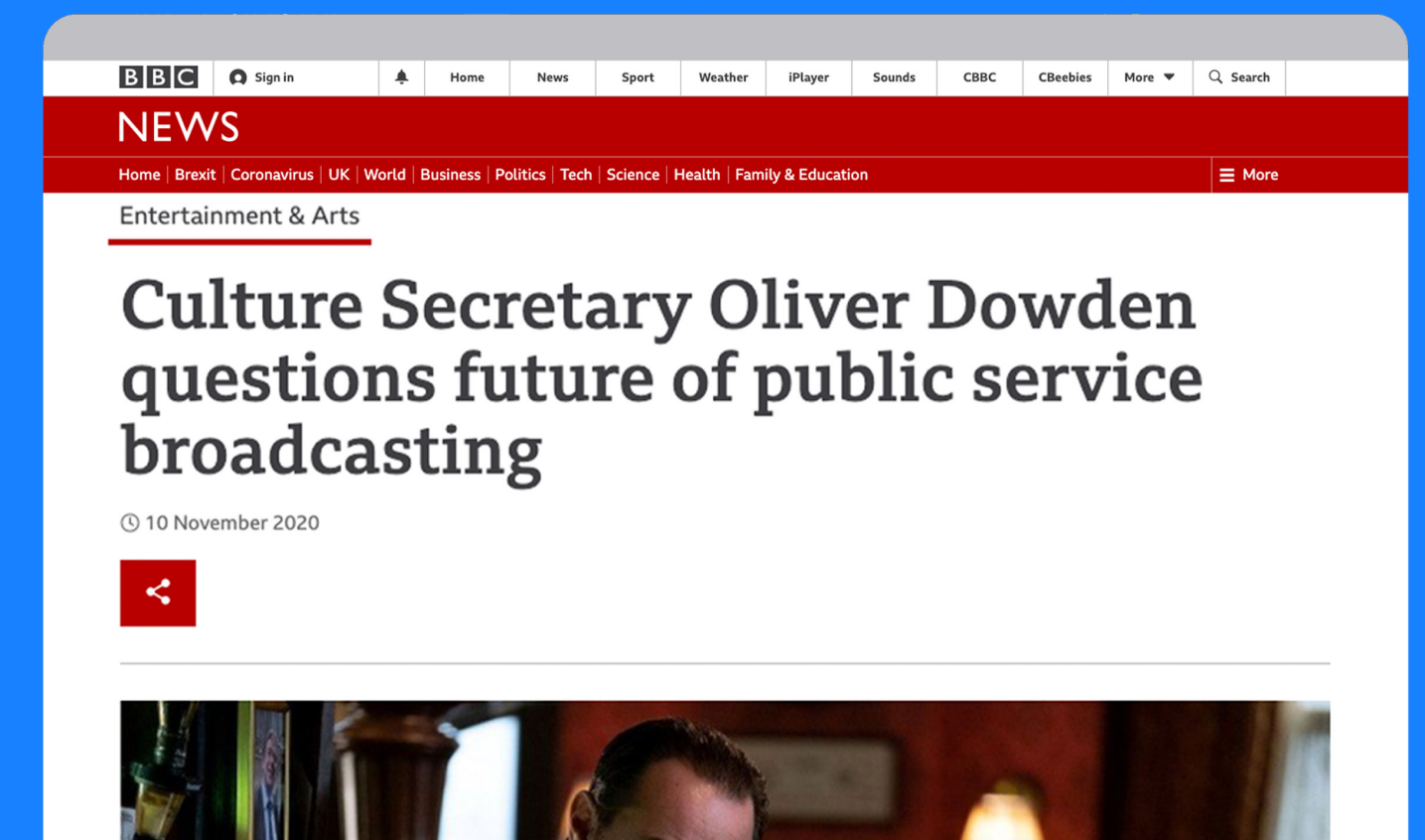
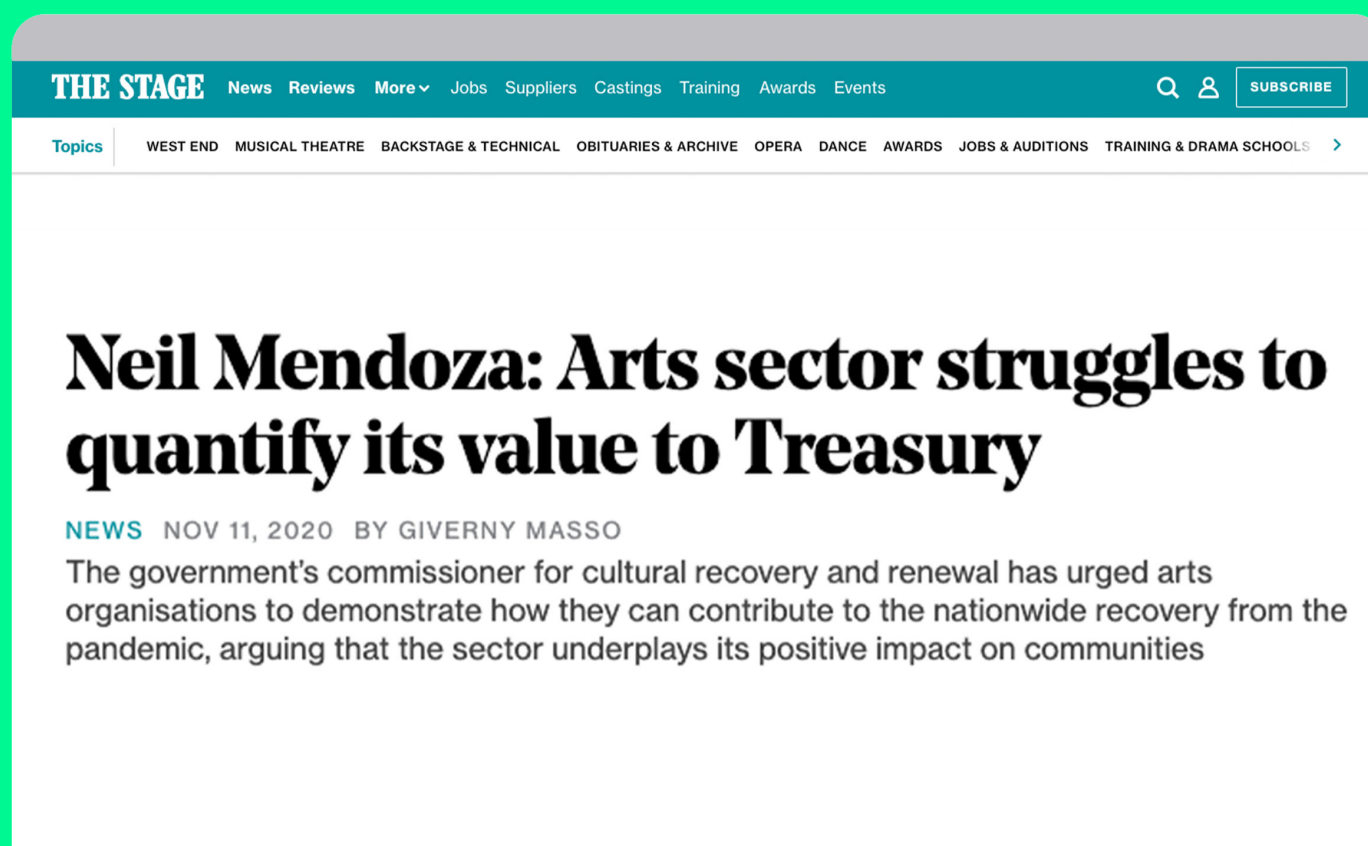
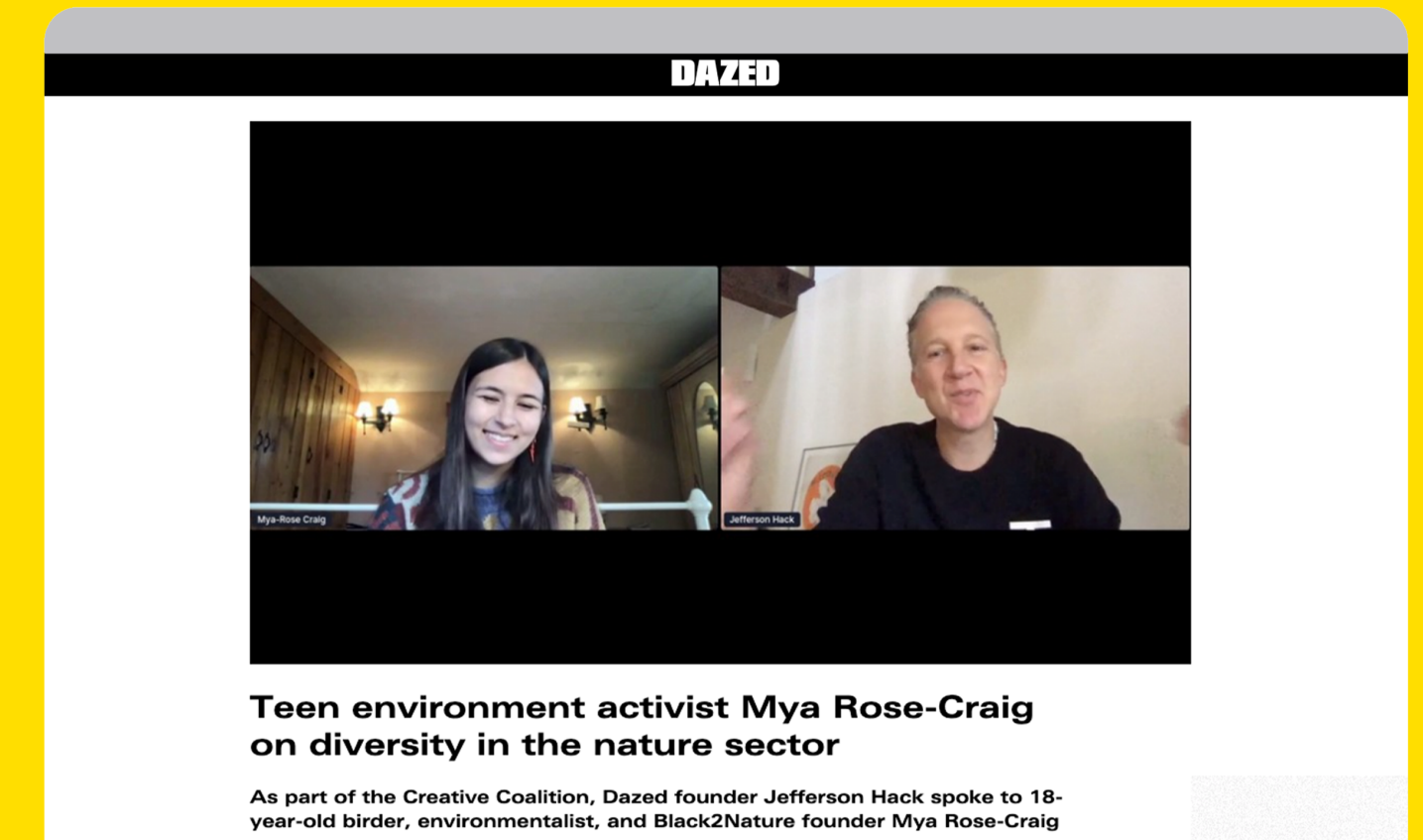
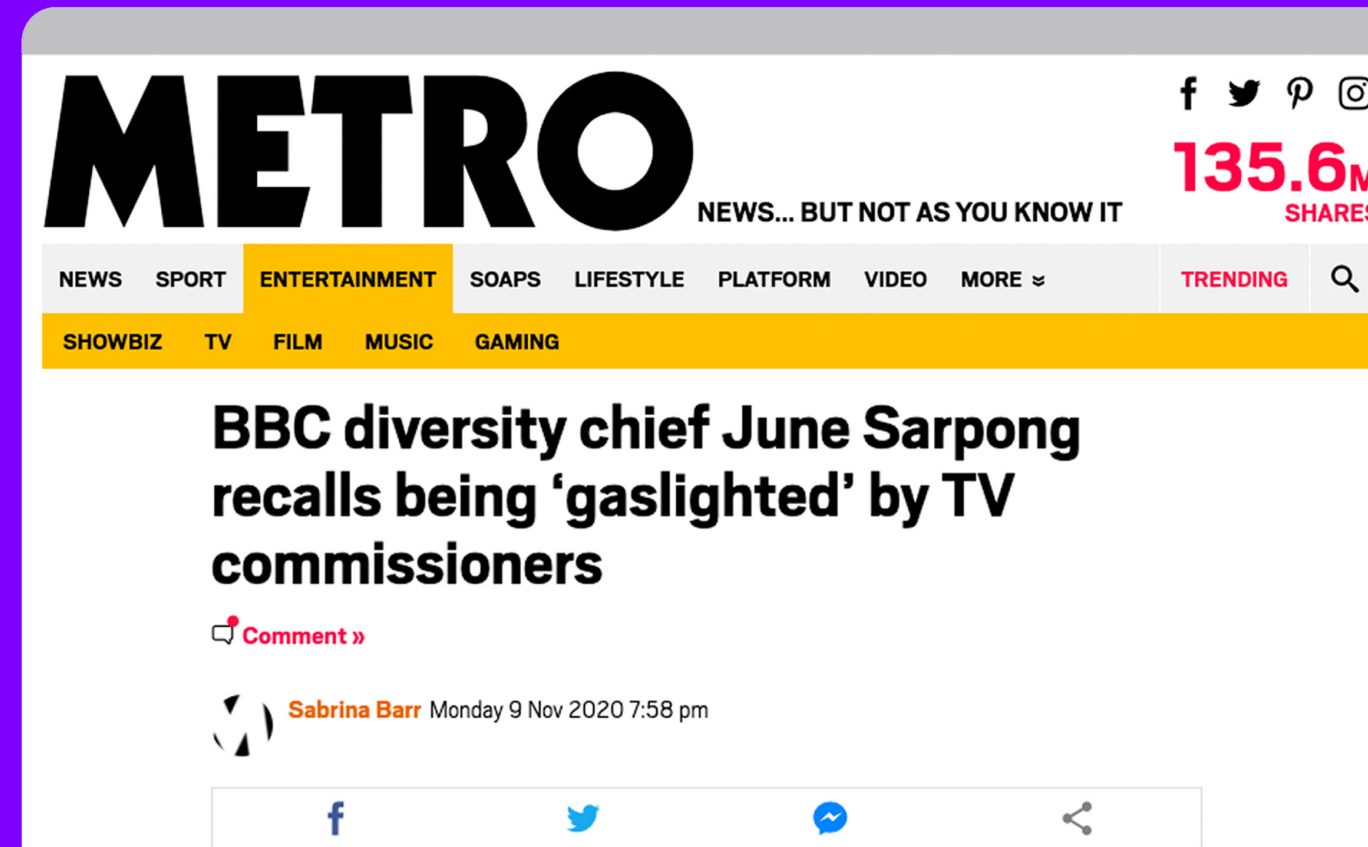
320 Million
Press Circulation

PRESS COVERAGE

243 unique pieces of press coverage and a circulation of over 320 million.

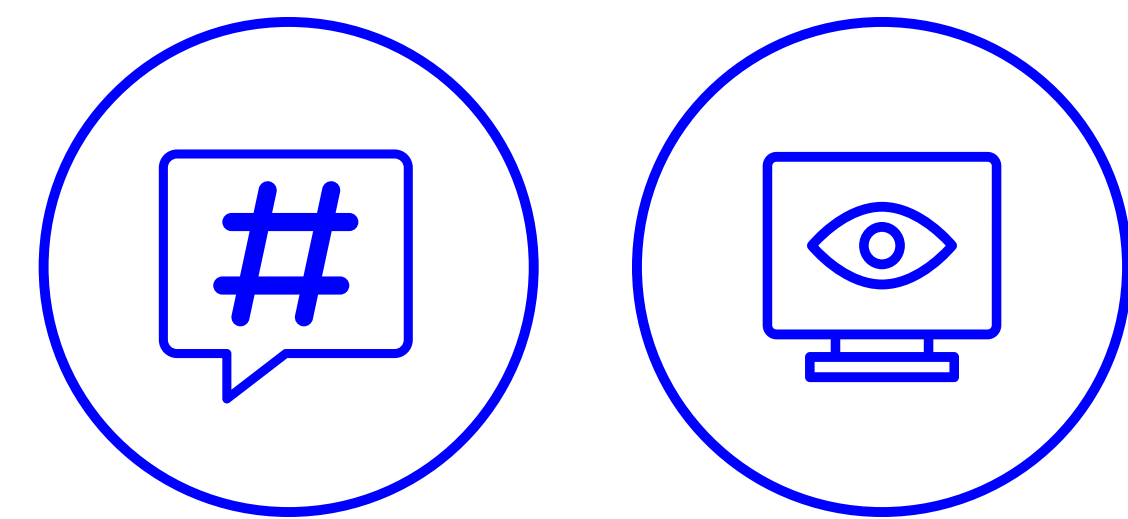
Highlights include:

BBC News Online, Daily Mail, Stylist, Independent, Sky News, Woman & Home, Metro, Irish Independent and The Daily Express.



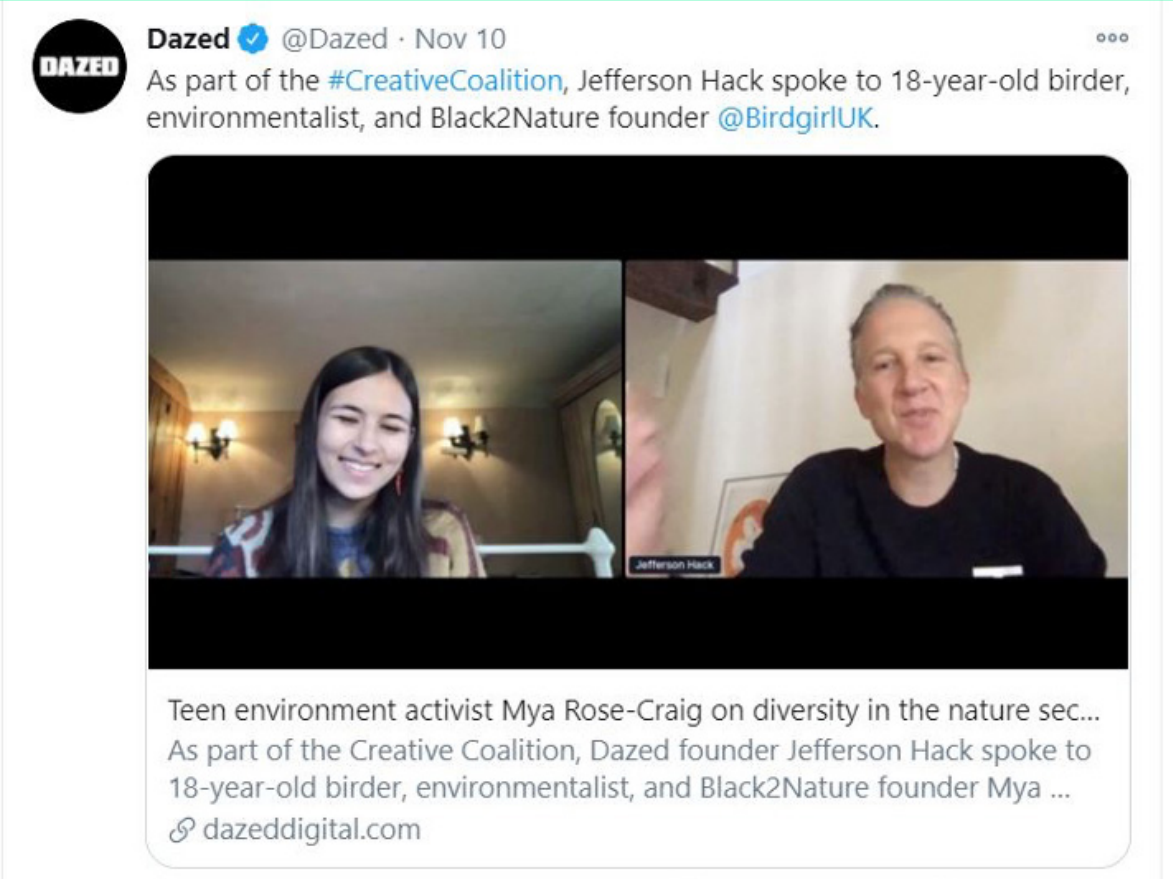
SOCIAL MEDIA

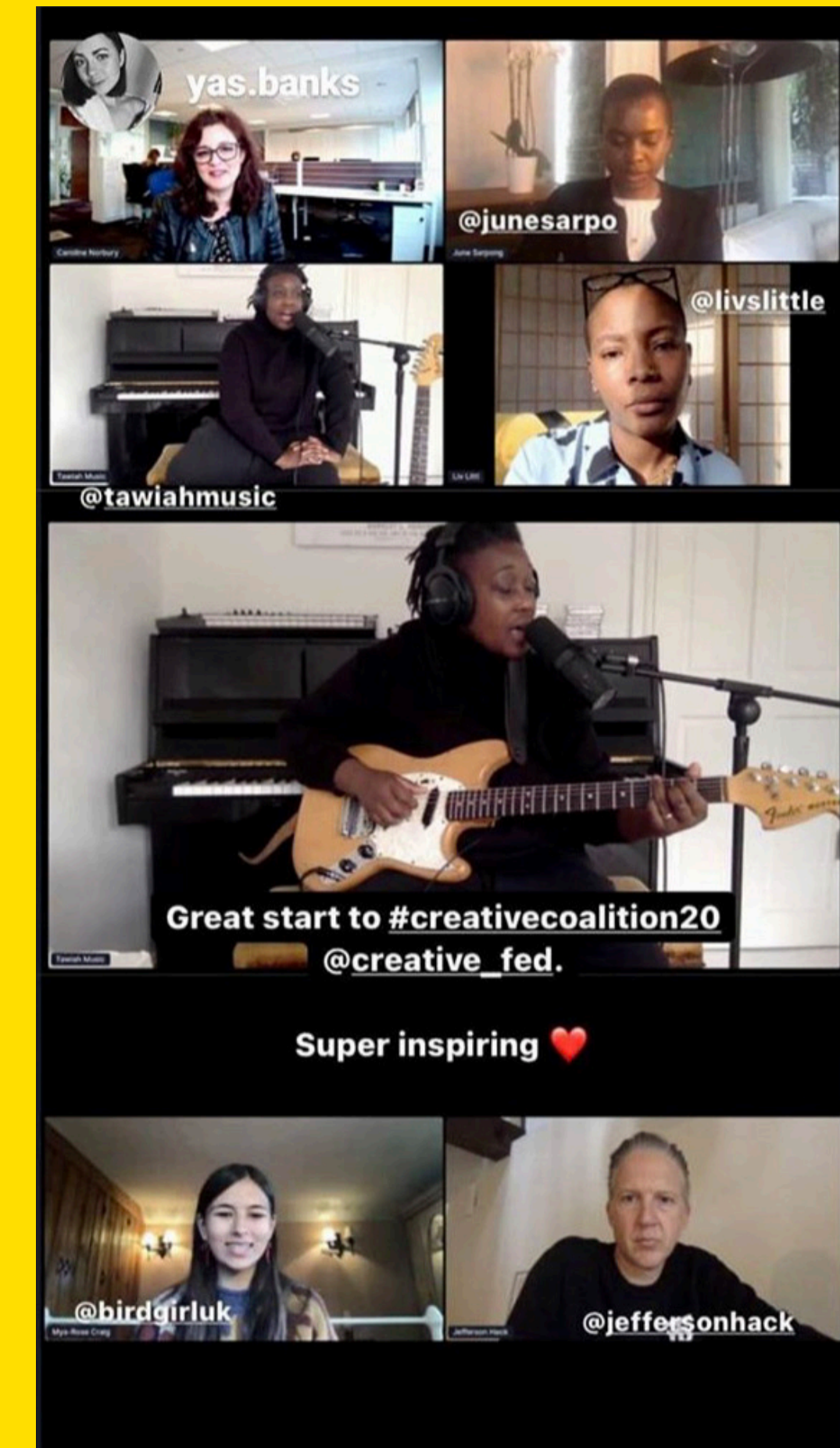
#CreativeCoalition20



The hashtag was used by over 2000 people...

... and was viewed over 24million times





OUR PARTNERS

The outstanding success of Creative Coalition Festival was made possible using the skills, expertise and generosity of our incredible network of creative industry partners.

We could not have done this without your support, **thank you.**

HEADLINE FESTIVAL PARTNERS
Sky Arts - The BFI
EDITORIAL PARTNERS
Cornwall & Isles of Scilly Growth Programme - Create Central - D&AD - Facebook - Harbottle & Lewis - ICCI Uni of Kent - Kings Place - Pioneering Places - School of Digital Arts (SODA) at Manchester Metropolitan University - UK Research and Innovation / Beyond
COMMUNITY PARTNERS
Agency of None - Crowdfunder - Crystallised - Factory 42 - Film and TV Charity - Five10Tweleve - FMCM - Freelance Bible - Help Musicians - Into Film - Marquee TV - MIMA - MKA Creative - My HR Hub - Pixway - STEAM Co. - Stephen Browning Associates - Swamp Motel - Taso Advisory - Tileyard Education - Ward Williams

ACCESSIBILITY & INCLUSION

The festival was free to attend and all sessions were available online

Free Federation memberships were offered to the networks and recipients of three select partners: Creative Access - Creative Mentor Network - The Film + TV Charity

“I really appreciated that the event was free to attend, it’s been an awful year, but the free access meant I could get involved in valuable discussions and listen to some amazing conversations!”

“I just loved it, more like this please. It was multicultural and I felt the artists you had performing were just stunning”

“Thank you so much for doing this, it must have been an enormous task, and I know you’re a small team. It brought so much joy to a dreary week, and that it was free to attend meant I could share it with my whole network who may not have been able to attend otherwise”

FEEDBACK & TESTIMONIALS

“I loved all the performances, I do miss going to the theatre, so watching online was a fabulous experience!”

“It was a mammoth undertaking and was great. Really useful to be able to drop in and out of such a rich mix of knowledge, opinion and creativity without leaving home!”

“I wish there had been someone creating a To Do list from all the amazing ideas & action points that came up”

“SPECTACULAR! Thank you thank you thank you! I was hooked from start to finish, and am so glad that I can catch up on the sessions online. It was so hard to choose between some of them!”

43% of attendees gave the breadth of content 5/5.

35% of attendees gave the festival 5/5 overall.

The average star rating was 4/5.



Over 90% of those who responded said that would attend the Creative Coalition Festival again.

CREATIVE COALITION FESTIVAL

NOVEMBER 2021

In summer 2021, sister companies Creative Industries Federation and Creative England will be coming together under a new joint name and brand.

Our priorities and activity will be built around three core pillars; People, Place and Planet and to embody this our 2021 festival will be delivered with a focus on building a sustainable industry.

We will use our strength as convenors to bring together the creative sector and discuss how sustainable practice can offer environmental preservation, social equity and economic viability.

We hope you'll join us.

For information on becoming a Creative Coalition Festival partner please email Maia@creativeindustriesfederation.com