

MANIMATION 2014

MEDIACITY UK SALFORD

Timetable

9.30-10.00	Registration and coffee	Morecambe and Wise Room, BBC Bridge House
10.00-10.05	Welcome and Introduction Housekeeping and purpose of the day.	Greg Childs (CMC)
10.05-10.30	Opening Address Manimation – Making It... Cathal Gaffney, CEO of one of Europe’s most successful animation production houses, Brown Bag Films, takes a look at the current global climate for animation properties and explains the thinking in setting up a new office in a new city – in Manchester.	Speaker: Cathal Gaffney (Brown Bag Films)
10.30-10.40	Showcase 1 – Animation in the North West A quick-fire exploration of the creative and business diversity in the North West animation sector.	
10.40-11.30	Making it: Why, What and How we do it... International and local companies reveal what is innovative about their work, how they get funded and how their pipelines and processes work.	Moderator: Paul Newman (Mediacity) Speakers: Jackie Edwards (CBeebies) Jean Flynn (Cosgrove Hall Fitzpatrick) Cathal Gaffney (Brown Bag Films) Tony Prosser (RealtimeUK)
11.30-11.45	Coffee break	
11.45-11.55	Showcase 2 Area Gaming (via Skype)	Moderator: Andy Wyatt (Manchester Metropolitan University)
11.55-12.45	New Tech and Innovation Practical info of value to companies across the whole of the animation spectrum – including case studies on animation software, motion capture and 3D printing, amongst others.	Moderator: Paul Bason (Digital Innovation) Speakers: David Barton (Adobe) Matt Gyves (Adobe) Chris Hardcastle (Mainframe North) Ken Swain (EON Reality) Lindsay Watson (Toon Boom)
12.45-13.00	Showcase 3 - Animusic Interpreting the Brief A showcase of Manchester-produced music in animation/commercials/ corporate work.	Speaker: Steve Berman (The Composerworks)
13.00-14.00	Lunch break This is the opportunity for networking and to book your one-to-one meeting later in the afternoon.	Egg, The University Of Salford
14.00-14.10	Showcase 4	
14.10-15.00	Fund it... Broadcast Commissioning, Investment Funds, EIS, Crowd-funding and other innovations – plus the Animation tax-break – what’s working?	Moderator: Jane Hyndman (Rights.tv) Speakers: David Jackson (422) Christopher Halliday (BFI Certification Unit)
15.00-15.15	Tea break	
15.15-	Showcase 5 - Training on the Job	Speaker:

15.25	Fettle Animation describe their in-house training programme developed with Skillset.	Kath Shackleton (Fettle Animation)
15.25-16.00	Training and Skills: Where are the Gaps? A discussion on what's available in animation training now, and your chance to feedback to training organisations on needs and priorities.	Speakers: Chris Bowden (Mackinnon and Saunders) Jean Flynn (Cosgrove Hall Fitzpatrick) Gina Jackson (Next Gen Skills Academy) Sarah Ann Kennedy (University of Central Lancashire)
16.00-16.10	Showcase 6 - Manchester School of Art A showcase and insight into their animation activity.	Speaker: Andy Wyatt (Manchester Metropolitan University)
16.30-18.30	One-to-one meetings One to one meetings will all key speakers are available. One-to-ones can be booked at lunchtime and the afternoon tea break.	Egg, The University Of Salford
18.30-19.00	Drinks Reception Join us in The Egg for drinks and networking.	Egg, The University Of Salford
19.00-20.15	Manimation Inspiration 'Scream Street' is a brand new animation, soon to be transmitted on CBBC. Both the animation series and the original books have been created in the North West, so there's no better way to close Manimation 2014 than by meeting Tommy Donabavand (author of the 'Scream Street' book series) and Phil Chalk (MD of Factory Transmedia) in creative conversation with Westley Wood.	DPL, The University Of Salford Moderator: Westley Wood (CITV) Speakers: Phil Chalk (Factory Transmedia) Tommy Donabavand (Author)
20.15-21.00	Drinks Reception Join us in The Egg for drinks and networking following the evening event.	Egg, The University Of Salford