

Programme of the Day

Business Engagement Workshop: Creative Industries

Wednesday 2 December 2020, 2pm-3.30pm

- 2.00** **Welcome and Introductory words: Professor Ian Scott**
- 2.05** **Business Engagement at UoM: Adam Winship**
Aspect: Alex Riley
- 2.10** **Introduction to Creative Manchester: Anne-Marie Nugnes**
- 2.15** **Case Study of Manchester Camerata: Bob Riley, CEO**
- 2.25** **Case Study of Carcanet Press:**
Michael Schmidt, MD and John McAuliffe, Associate Publisher
- 2.35** **Breakout sessions**
- 2.55** **Comfort break**
- 3.00** **Review Breakout sessions**
- 3.15** **Reflections: Dr Alicia Rouverol**
- 3.25** **Closing words**
- 3.30** **End**



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