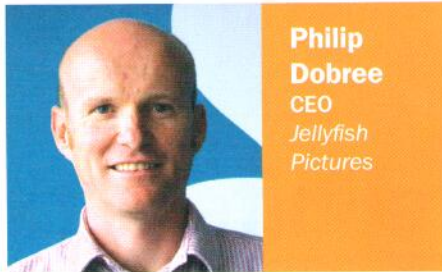




**Richard Scott**  
Managing director & executive producer  
Axis



**Philip Dobree**  
CEO  
Jellyfish Pictures



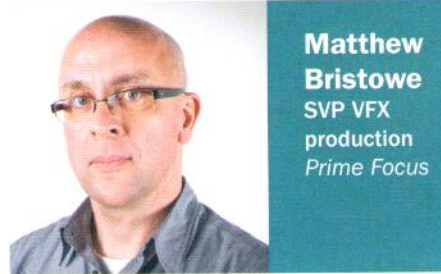
**Will Cohen**  
CEO  
Milk



**Tim Haines**  
Creative director  
ITV



**Stuart Aitken**  
Creative director  
Axis



**Matthew Bristowe**  
SVP VFX production  
Prime Focus



Wednesday 4 June | BAFTA

**10:00 UK VFX - A POWERHOUSE FOR IDEAS**

How the UK punches above its weight on the world stage - a celebration of how VFX created here has won awards in film, TV and commercials. Plus, a look at how developments will likely shape the coming year.

**10:15 VISIONARY VFX**

What possibilities are there for VFX in harnessing cutting-edge technology and techniques? We take a look at light field rendering, extended depth of field imaging, HFR, UHD, highly complex VFX scene relighting and cloud-based services. How do you best adapt to these advances?

**11:15 CREATIVE CROSS-POLLINATION**

How can partnering with specialist facilities and productions for digital pre-production and virtual production services help? How can this be expanded upon? What are the opportunities for mixing it up with the other creative industries such as SFX, gaming, venue entertainment, concert backdrops, interactive storytelling and experiential art/advertising?

Speaker: Stuart Aitken, Axis

**12:00 CHANGING THE VIEW**

Broadcast and commercials budgets are tight, so how can VFX studios tackle squeezed budgets yet deliver quality work? Join in the discussion about special techniques, including virtual environments and stock libraries mixing 2D and 3D pipelines. Plus, HDRI lighting, using LIDAR/3D scanning, 3D printing/rapid prototyping, in-house greenscreen and motion capture, and more.

Speaker: Will Cohen, Milk

**12:45 LUNCH & NETWORKING**

**13:45 CASE STUDY**

**14:30 THE SQUEEZED MIDDLE**

It's 2014, so why are some clients still having a problem understanding the mechanics of VFX? How can we help bridge the gap in understanding? How can VFX studios take advantage of the screen industry tax breaks in the UK? What are the benefits for VFX studios in combining forces on larger shows, through streamlined workflows, part investments and tax breaks?

Speakers: Will Cohen, Milk; Phil Dobree, Jellyfish; Tim Haines, ITV Studios

**15:30 TEA & COFFEE**

**15:45 UNREALITY CHECKED**

Is there a skills gap in the UK? How can this be addressed? Are VFX studios asking too much of their staff? Does that dream job really offer nightmare conditions? How have UK studios benefited from

expanding into overseas markets? And what is the benefit to the community of foreign companies opening here?

Speakers: Matthew Bristowe, Prime Focus; Richard Scott, Axis

**16:45 CASE STUDY**

**17:30 CLOSING REMARKS**

EXCLUSIVE TO CREATIVE WEEK PASSHOLDERS ONLY



**THURSDAY 5 JUNE EVENING EVENT**

Creative Week is delighted to be hosting Screen International's 'Stars of Tomorrow' exclusive party, with drinks and canapés included. Now in its 11th year, this annual feature spotlights up-and-coming UK actors and filmmakers that will be making waves in the years to come.

Past talents recognised at this event include James McAvoy, Benedict Cumberbatch and Emily Blunt (2004); Robert Pattinson, Samantha Barks, Tom Holland and Nico Mirallegro (2012)

PASSES	CREATIVE WEEK PASS	SESSION PASS	SESSION PASS
	Full Access	Media Summit OR International TV Forum	VFX Summit OR HD Evolved
Headline Events	ALL EVENTS	1 EVENT	1 EVENT
Q&A Sessions and Networking	ALL Q&A SESSIONS AND NETWORKING EVENTS	✗	✗
Screen UK Stars of Tomorrow Exclusive Party	✓	✗	✗
PRICE	FULL PRICE £529 + VAT	FULL PRICE £250 + VAT	FULL PRICE <del>£180 + VAT</del>

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