

08:30	REGISTRATION & NETWORKING	
09:10	WELCOME & INTRODUCTION	
	<ul style="list-style-type: none"> Peter Tullin, Co-Founder, REMIX Summits 	
09:15	WELCOME TO COUNTRY	
	<ul style="list-style-type: none"> Barry McGuire – Managing Director, Redspear Safety 	
09:20	WELCOME FROM CACWA	
	<ul style="list-style-type: none"> Helen Cook – Chair, Chamber of Arts and Culture, WA 	
09:25	INTRODUCTION: GROWING THE CREATIVE INDUSTRIES IN WA	
	<ul style="list-style-type: none"> Hon Mark McGowan – Premier of Western Australia 	
09:35	ASSEMBLING THE INNOVATION ‘DREAM TEAM’: LESSONS FROM BRAZIL	
	<ul style="list-style-type: none"> Marcela Sabino – Lab Director, Museum of Tomorrow (Brazil) 	
10:05	PAINTING THE FUTURE: REMIX	FOLLOW THE SPEAKER
	<ul style="list-style-type: none"> Peter Tullin – Co-Founder, REMIX Summits 	<ul style="list-style-type: none"> Marcela Sabino – Museum of Tomorrow (Brazil)
10:25	EXPERIENCE ECONOMY – CREATING EXTRAORDINARY MOMENTS AND STORIES THAT GET PEOPLE TALKING	
	<ul style="list-style-type: none"> Tamasein Holyman – Mistress of Make-Believe, Underground Cinema & Secret Squirrel Productions 	
10:45	BREAK	
11:15	NEW OPPORTUNITIES IN VR & MIXED REALITY	FOLLOW THE SPEAKER
	<p>VR Storytelling and the Impact of Technology – New Frontiers at Sundance Hussain Currimbhoy – Documentary Programmer, Sundance Film Festival (US)</p> <p>Building Worlds & Creating Experiences through Immersive Content and VR Justin McArdle – Founder, Frame Labs</p>	<ul style="list-style-type: none"> Tamasein Holyman – Underground Cinema & Secret Squirrel Productions
12:00	MARKETING EVOLVED: REACHING THE HARD-TO-REACH WITH CULTURAL CONTENT	FOLLOW THE SPEAKER
	<p>The Power of Content Formats for Reaching New Audiences Amanda Morrison – Managing Director, Komixx Entertainment</p> <p>Brand Advocacy and ‘Influence by Volume’ Michelle Sandford – Evangelist, Microsoft</p> <p>Lessons from Mona – the creative start-up, museum (Mona), winery (Moorilla), brewery (MooBrew), festival (MOFO), restaurant (The Source), a convention and accommodation business, and hopefully the world’s weirdest caravan park Robbie Brammall – Director of Marketing & Communications, Mona</p>	<ul style="list-style-type: none"> Hussain Currimbhoy – Sundance Film Festival (US) Justin McArdle – Frame Lab

13:00	LUNCH	
14:00	CREATIVE PLACES: CULTURAL TOURISM & PLACEMAKING IN WESTERN AUSTRALIA No Barriers, No Excuses... Lessons in Cultural Tourism from the Broome Story Kira Fong – Chief Operating Officer, Goolari Media, Broome Perth’s Sense of Place Tessa Dempster – Chief Editor, PerthUnderground.com Placemaking and Cultural Tourism Natasha Atkinson – CEO, Fremantle Markets	FOLLOW THE SPEAKER <ul style="list-style-type: none"> • Amanda Morrison – Komixx Entertainment • Michelle Sandford - Microsoft • Robbie Brammall - Mona
15:00	CULTURAL ORGANISATIONS REIMAGINED <ul style="list-style-type: none"> • Ekow Eshun – Creative Director, Calvert 22 Foundation 	FOLLOW THE SPEAKER <ul style="list-style-type: none"> • Yasha Young – URBAN NATION Museum (Berlin)
15:30	BREAK	
16:00	CREATIVE LEADERSHIP, EMOTIONAL LITERACY & DIGITAL CONSCIOUSNESS <ul style="list-style-type: none"> • Tenille Bentley – Award-winning business leader; Author, ‘Digital Consciousness’; Founder, The Emotional Literacy & Mindfulness Academy for Kids 	FOLLOW THE SPEAKER <ul style="list-style-type: none"> • Ekow Eshun – Calvert 22 Foundation
16:30	INCOME GENERATION THROUGH BRAND EXTENSIONS: LESSONS FROM TIME OUT <ul style="list-style-type: none"> • Michael Rodrigues – CEO, Time Out (Australia) 	FOLLOW THE SPEAKER <ul style="list-style-type: none"> • Tenille Bentley - Award-winning business leader; Author, ‘Digital Consciousness’; Founder, The Emotional Literacy & Mindfulness Academy for Kids
16:45	COMMUNITY DRIVEN PLATFORMS & AN ALL NEW CULTURAL EXPERIENCE <ul style="list-style-type: none"> • Yasha Young – Director, URBAN NATION Museum (Berlin) 	FOLLOW THE SPEAKER <ul style="list-style-type: none"> • Michael Rodrigues – Time Out
17:15	CONCLUSIONS & FINAL THOUGHTS <ul style="list-style-type: none"> • Henry Boston – Executive Director, The Chamber of Arts and Culture, WA 	
17:30	NETWORKING RECEPTION	