

Friday: December 2 ARRIVALS	Saturday: December 3 MASTER CLASS	Sunday: December 4 MASTER CLASS	Monday: December 5 MASTER CLASS	Tuesday: December 6 MASTER CLASS	Wednesday: December 7 MASTER CLASS	Thursday: December 8 DEPARTURES
	9.00 am News Headlines Today's Programme	9.00 am News Headlines Today's Programme	9.00 am News Headlines Today's Programme	9.00 am News Headlines Today's Programme	9.00 am News Headlines Today's Programme	9.00 am Departure Desk
	9.00 – 10.30 am Big Picture The Creativity Crisis Jonathan Glazier	9.00 – 10.30 am Big Picture Managing Creativity David Slocum	9.00 – 10.30 am Tool Kit Marketing Creativity Mike Morley	9.00 – 10.30 am Screening What's Hot in Online Entertainment Keri Lewis-Brown	9.00 – 10.30 am Big Picture Socialisation Is the New Syndication Stefano Semeria	
	10.30 – 11.00 am Refreshments and Communications Break	10.30 – 11.00 am Refreshments and Communications Break	10.30 – 11.00 am Refreshments and Communications Break	10.30 – 11.00 am Refreshments and Communications Break	10.30 – 11.00 am Refreshments and Communications Break	
	11.00 – 12.30 pm Tool Kit People Management Christian Munder	11.00 – 12.00 pm Big Picture Managing Creativity David Slocum	11.00 – 12.30 pm Tool Kit Marketing Creativity Mike Morley	11.00 – 12.30 pm Tool Kit Format Bibles Justin Scroggie	11.00 – 12.30 pm Big Picture 10 Things I Learned From Doing Cross Media Daniel Ravner	
	12.30 – 1.00 pm Tool Kit People Management Q & A	12.00 – 1.00 pm Big Picture Understanding the Business of Show Business Paul Jackson & Norman Kurland	12.30 – 1.00 pm Tool Kit Marketing Creativity Q & A	12.30 – 1.00 pm Tool Kit Format Bibles Q & A	12.30 – 1.00 pm Big Picture 10 Things I Learned From Doing Cross Media Q & A	
	1.00 – 2.30 pm Lunch and Communications Break	1.00 – 2.30 pm Lunch and Communications Break	1.00 – 2.30 pm Lunch and Communications Break	1.00 – 2.30 pm Lunch and Communications Break	1.00 – 2.30 pm Lunch and Communications Break	
	2.30 – 4.00 pm Tool Kit CASTING and Talent Management Larry Bass	2.30 – 4.00 pm Big Picture Understanding the Business of Show Business Paul Jackson & Norman Kurland	2.30 – 4.00 pm Big Picture Cooperative Movement Management Jacob Houliind & Peter Hansen	2.30 – 4.00 pm Big Picture Who Is Who – An Insider's Guide to the Marketplace Julian Newby	2.30 – 4.00 pm Tool Kit What's In It For Me Jonathan Glazier	
	4.00 – 4.30 pm Refreshment and Communications Break	4.00 – 4.30 pm Refreshment and Communications Break	4.00 – 4.30 pm Refreshment and Communications Break	4.00 – 4.30 pm Refreshment and Communications Break	4.00 – 4.30 pm Refreshment and Communications Break	
	4.30 – 6.00 pm Tool Kit CASTING and Talent Management Larry Bass	4.30 – 6.00 pm Tool Kit Masterminding a Press Campaign Julian Newby	4.30 – 6.00 pm Big Picture Cooperative Movement Management Jacob Houliind & Peter Hansen	4.30 – 6.00 pm Big Picture Developing Global Super Brands Wayne Garvie	4.30 – 6.00 pm Review Taste? Geoff Posner	
6.00 pm Welcome Desk	6.00 – 6.30 pm Plenary Session You and Me in TV	6.00 – 6.30 pm Plenary Session You and Me in TV	6.00 – 6.30 pm Plenary Session You and Me in TV	6.00 – 6.30 pm Plenary Session You and Me in TV	6.00 – 6.30 pm Plenary Session Debrief	
7.00 pm Welcome Cocktail Master Class Dinner	8.00 pm Master Class Dinner Off Message	8.00 pm Master Class Dinner Off Message	7.00 pm President's Lecture Master Class Dinner	8.00 pm Master Class Dinner Off Message	7.00 pm Certificate Ceremony Farewell Dinner	