



## **Immersive tech: A cross-sector exploration of current and future realities**

*How is immersive tech being used to create new forms of storytelling, gaming and entertainment? How might this evolve? What legal, regulatory and ethical issues are engaged by immersive tech? How are immersive techniques being used in retail, medical, interior design and pharma? What are the opportunities for cross-sector collaboration and learning?*

**25<sup>th</sup> January 2018 at Lewis Silkin, 5 Chancery Lane, London EC4A 1BL**

- 9.00am                   **REGISTRATION**
- 9.30am                   **Welcome**  
Jon Gisby (Chair, BSAC)
- 9.35am                   ***New forms of storytelling, gaming and entertainment***  
Moderator: Muki Kulhan (Executive Digital Producer, Muki International)
- Mike McGee (Founder & CCO, Framestore)
  - Toby Coffey (Head of Digital Development, National Theatre)
  - Dave Ranyard (Founder & CEO, Dream Reality Interactive)
  - Zillah Watson (Commissioning Editor for Virtual Reality, BBC VR Hub)
- 10.10am                 ***Ethical, legal and regulatory issues***  
Cliff Fluet (Partner, Lewis Silkin)
- 10.30am                 **COFFEE**
- 10.55am                 ***Immersive tech in retail, medical, interior design and pharma***  
Moderator: Liz Rosenthal (Founder, Power to the Pixel)
- Tim Fleming (Founder, Future Visual)
  - Bernhard Spanlang (CTO, Virtual Bodyworks)
  - Martin McDonnell (Founder, Soluis)
  - Dave Sage (Software & Technology Development Strategist, C4X)
- 11.30am                 ***Opportunities for cross-sector collaboration***  
Moderator: Liz Rosenthal (Founder, Power to the Pixel)
- Dave Ranyard (Founder & CEO of Dream Reality Interactive)
  - Zillah Watson (Commissioning Editor for Virtual Reality, BBC VR Hub)
  - Tim Fleming (Founder, Future Visual)
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- 12.00noon              **END**

## What is BSAC?

The British Screen Advisory Council (BSAC) is an independent, industry funded membership body for the audiovisual sector.

We uniquely bring together the widest possible range of interests, knowledge and contacts to exchange ideas and information about business and policy issues. Our Members are invited to join based on their personal qualities, experience and expertise, and are drawn from the major TV broadcasters, independent film and TV producers, distributors, exhibitors, US studios with major operations in the UK, trade associations, trades unions, training providers and new media companies, such as YouTube and Facebook.

Many of our activities take place privately, which enables business leaders to freely discuss the fast-changing nature of the industry.

On policy, we provide opportunities for industry and policy makers to hear a breadth of viewpoints and, wherever possible, for the sector to speak with a single and authoritative voice. Over the years we have worked closely with the Treasury, HMRC, DCMS, BIS, IPO, the European Commission, WTO, and WIPO.

We also enjoy the support of Associate Members, which are businesses with a particular interest in the sector. These include legal firms, accountancy practices and investment management firms, and are an important port of call for obtaining views and expertise.

We commission and generate research and reports to underpin our work.

We host a series of events that are open to a broader invited audience. These include an annual Film, TV and Games Conference, an Interview Series and occasional seminars. These provide high quality debates and networking opportunities.

We have recently launched the BSAC Future Leaders' Forum. The Forum is designed to add value to BSAC Membership by allowing Members to nominate rising stars to benefit from the opportunity to consider together the range of challenges facing the sector in which they have already begun to establish a successful career. Structured around three regular Forum events a year, each curated by Forum Members with full BSAC assistance, the BSAC Future Leaders' Forum will support continuing professional development and provide significant networking opportunities for Forum Members.

We regularly review and refresh our Membership and are open to approaches from prospective Members. If you would like to be considered, please feel free to contact the BSAC office for more details.

*For more information, see our website, at [www.bsac.uk.com](http://www.bsac.uk.com)*