



DIAMOND x CHANGE

20 MARCH 2019 LONDON



creative diversity
network

09:30 ARRIVALS

10:00 Skills Matter welcomes CDN

10:05 Welcome

Our host **Deborah Williams** sets the tone for the day.

10:15 Key Note: Marva Smalls

Marva Smalls will deliver an inspirational keynote, looking at data and diversity on an international scale.

10:30 Diamond: The Second Cut

In this session **Amy Turton** and **Gary Davey** will take a look at the data from the second year of Diamond reporting. We will share how broadcasters are collaborating and using data to change ways of working within their businesses and across the wider industry.

10:45 Other Approaches: BECTU

Collecting data raises a lot of questions. What are we collating? What are we sharing? What is most valuable? **BECTU**, the UK's media and entertainment trade union, have their own approach to how Diamond data should be shared, this is their five minutes to tell us how they feel Diamond data could be better used.

10:50 BREAK

11:20 Other Approaches: Graeme Whippy

As a Business Disability Consultant **Graeme Whippy** has worked with companies such as Viacom and Channel 4 as well as Lloyds Banking Group and Financial Ombudsman to help them employ disabled people. He'll take the stage for five minutes to tell us his thoughts on the forthcoming Doubling Disability initiative and share his own ideas on the best steps for progress.

11:25 Doubling Disability

Dan Brooke, an industry expert in disability will host the conversation and kick off the session with a short introduction around his previous work championing disability within the sector and specifically at Channel 4. Dan will tell the audience about CDN's Doubling Disability initiative before bringing on our creatives to tell their stories.

The panellists will each share their individual methods of working with talent and crew to produce theatre and other artistic work, as well as how they've collaborated with larger corporate organisations.

Paula Garfield will breakdown how she has successfully built Deafinitely Theatre and the practices she has put in place for her company and

Simon Startin will provide us with insights from a dramaturg's perspective.

Vici Wreford-Sinnott will also go into the details of Disconsortia's strategic artistic vision for disability equality within arts and culture, presenting the audience with further ideas on how they might progress their own companies.

12:05 Other Approaches: Writers Guild

Writers Guild, the trade union representing UK based writers across all the creative and cultural sectors, have commissioned their own report on gender inequality. They will spend five minutes discussing what they believe is the best course of action for collating and sharing diversity data within the industry.

12:10 Wrestling with Data

John McVay and **Amy Turton** talk about the challenges with collecting data. They will take some time to discuss the issues surrounding Diamond, including what is required to keep building on what has already been achieved.

12:25 Tackling Societies Greatest Challenges

For a lot of us, talking about, and making change to be more inclusive can make us feel vulnerable. Clore Fellow, **Sholeh Johnston**, is a creative producer, strategist and coach working across the arts to enable a sustainable future. Her latest research, Vulnerability and Cultural Leadership, explores how we can better cope with the risk, uncertainty and emotional exposure of transformative change. She has also worked on programmes exploring the role of creative technology, data and design in enabling a low carbon economy. Sholeh will talk to Hope about her vision to use the arts to help people and societies cope and live with trauma.

Theatre maker, performer and curator, **Hope Azeda**, founded the Ubumuntu Festival, which welcomes talent from around the world to share in the healing process together. Artists are invited to collaborate on pieces that reflect our shared humanity. The main goal: for audiences to leave feeling empowered to take initiative—however small—and champion the right thing where they live. This is a conversation about turning the challenging and undoable into positive creative output.

13:00 LUNCH BREAK

14:15 Meet the Broadcasters!

This kitchen table discussion will bring together leaders from the five Diamond broadcasters, covering a range of roles from within their companies. Led by Sky News Anchor, **Gillian Joseph**, our partners will each be sharing their own best practice, and giving examples of their achievements and plans for inclusion. They will touch upon how they are using Diamond data to support them in delivering these plans, and share their diversity strategies for both on screen and off-screen talent, as well as increasing representation across their organisation's workforces.

14:55 Data as Culture

The ODI's Data as Culture art programme engages new and diverse audiences with work by artists who explore data critically and materially. **Hannah Redler Hawes** and **Julie Freeman**, Co-directors of Data as Culture, are interviewed by ODI's Head of Content **Anna Scott**, and will discuss and showcase some of the work they've been doing including commissioning internationally renowned artists to produce works that use data as an art material. This session is fundamental in helping us to grasp the endless possibilities there are around data within the creative and cultural sectors, and how it can be used to produce diverse and innovative work.

15:10 Statistics vs Evidence

What is the difference between evidence and statistics? Why do we need it and how can we use it? We hear from **Dr Doris Eikhof**, who will talk to us about how we can find value in evidence, good or bad. Doris is Deputy Director for the CAMEo Research Institute and has worked and published extensively on careers, employment and workforce diversity in the cultural economy.

Using some of the statistics and evidence currently surrounding arts and culture as examples, Doris will show us how we can draw meaningful conclusions from what we do know, and ask relevant questions about what we still need to know. Doris is also working with CDN on the Doubling Disability project, as principle investigator.

15:25 BREAK

15:50 Quiz of the Day

Throughout the course of the day the audience are encouraged to interact with our online questions. In this session we will reveal the answers to tell us how much we know about data and diversity.

16:05 Taking Action

With our heads full of questions and solutions, we will take some time to write our own personal pledges for the year to come. CDN will collect these and send them onto you in a few months' time.

16:20 The Not Too Distant Future

James Currell, Viacom President (UK, Northern & Eastern Europe), is interviewed as the new CDN Chair by Sky News Anchor, **Stephen Dixon**, about the future of Diamond, CDN and diversity. This is a chance for James to set out his stall, as he tells us about what he hopes to achieve in the next two years as CDN Chair and what success will look like for him. He will go into further detail about Viacom and Channel 5, their own plans for inclusion, and how that extends at an industry level. Using data, evidence and Diamond, we find out what James envisages for the future of the industry, and this may include his thoughts and feelings on how other industries can think about doing the same.

16:30 POEM

Poet **Mr Gee** performs a poem written as a reaction to the day's proceedings.

16:35 THANK YOU

Deborah Williams will close the conference with her final thoughts.

16:40 NETWORKING DRINKS