

The Conference Board of Canada  
Insights You Can Count On



# The **International Forum** on the **Creative Economy**

March 17–18 • Hilton Lac-Leamy • Gatineau

In collaboration with:  Canadian Heritage  Patrimoine canadien

## ***EVENT PROGRAM***

**MARCH 17–18, 2008**

**HILTON LAC-LEAMY • GATINEAU, QUEBEC**

8:00 – 8:45 A.M.

**DELEGATE REGISTRATION**

MOZART FOYER

8:45 – 10:30 A.M.

**OPENING PLENARY**

MOZART BALLROOM

*Chair:**Jean-Pierre Blais, Assistant Deputy Minister, Cultural Affairs,  
Department of Canadian Heritage***Canada and the World***Michael Bloom, Vice-President, Organizational Effectiveness and  
Learning, The Conference Board of Canada**Glen Hodgson, Senior Vice-President and Chief Economist, The  
Conference Board of Canada***Measuring Arts and Culture As an Economic and  
Social Engine of a Country's Wealth—An  
International Perspective***David Throsby, Professor of Economics, Macquarie University  
(Sydney, Australia)*Simultaneous  
translation  
available

10:30 – 10:45 A.M.

**NETWORKING BREAK**

MOZART FOYER

10:45 A.M. – 12:15 P.M.

**WORKSHOP PRESENTATIONS—SESSION 1**

CHOPIN BALLROOM

**Measurement of Culture****1A A Cross-Sector Comparative Socio-Economic  
Description and Analysis of the Cultural Industries***Jean Matuszewski, E&B Data***1B La statistique au service du système culturel  
québécois***Dominique Jutras, Observatoire de la culture et des  
communications du Québec***1C Embedded Creatives—The Extent and Contribution  
of Creative Professionals Working throughout the  
Economy***Peter Higgs, Queensland University of Technology***1D Une politique de « créativité » pour la culture:  
objectifs, conditions, et paradoxes statistiques***Philippe Chantepie, Chef du Département des études, de la  
prospective et des statistiques au ministère de la culture*Simultaneous  
translation  
available

BEETHOVEN BALLROOM

**Geography of Culture**Simultaneous  
translation  
available

- 1E The Creative Suburb?**  
*Christopher Gibbon, BOP Consulting*
- 1F Le développement socio-économique de Montréal: La cite creative et la carrier artistique comme factuers d'attraction?**  
*Diane-Gabrielle Tremblay, Télé-université, UQAM*
- 1G Economic Restructuring Through Culture in Small Towns and Rural Areas: Building Creative Rural Economies**  
*Dan Taylor, Prince Edward County*  
*Greg Baeker, Authenticity*

SUZOR-CÔTÉ / DELFOSSE BALLROOMS

**Innovative Practices and Collaborations**Simultaneous  
translation  
available

- 1H Enabling Collaboration in the Cultural + Creative Sector**  
*Reid Henry, Artscape*
- 1I Des exemples de conditions économiques qui favorisent la production théâtrale dans le context de la minorité francophone canadienne**  
*Mariette Théberge, University of Ottawa*
- 1J The Impact of Digital Technology on Cultural Productions—A Case Study of a Taiwanese Puppet Show**  
*Wiboon Kittilakswanawong, Chinese Cultural University*

12:15 – 2:00 P.M.

**LUNCHEON**

MOZART BALLROOM

2:00 – 3:30 P.M.

**WORKSHOP PRESENTATIONS—SESSION 2**

CHOPIN BALLROOM

**Drivers of the Creative Economy**Simultaneous  
translation  
available

- 2A The New Artistic Labour Force—Artists and the Creative Economy**  
*Kelly Wilhelm and Claude Schryer, Canada Council for the Arts*
- 2B Sustainable Livelihood Systems: A Framework for Understanding the Economic Role of Artists in the Creative Economy**  
*Judi Piggott, BC Cultural Sector Development Council*

Simultaneous  
translation  
available

BEETHOVEN BALLROOM

## 2C Bench Marking and Understanding London's Creative Industries

*Alan Freeman, Greater London Authority*

### Innovative Practices

## 2D Innovation in the Creative and Knowledge Industries—Not an Open or Closed Case

*Gale Moore, University of Toronto*

## 2E “Seeding the Lead”: A New Model for Innovation, Commercialization, and Technology Transfer within the Arts

*Ken Coates, David Goodwin and Jill Tomasson, University of Waterloo*

## 2F Cross-Platform Convergence in the Screen-Based Industries: The Impact of the Creative Economy in Canada and the UK

*Stuart Jack, Nordicity*

Simultaneous  
translation  
available

3:30 – 3:45 P.M.

### NETWORKING BREAK

MOZART FOYER

3:45 – 5:15 P.M.

### 2ND PLENARY SESSION

MOZART BALLROOM

## Creative Economy in Transition: Arts and Culture in Domestic and Global Markets

*Chair:*

*Will Page, Chief Economist, MCPS-PRS Alliance*

*Presenters:*

*Brigitte Vezina, Creative Industries Division, World Intellectual Property Organization*

*Charles H. Davis, Ph.D., School of Radio and Television Arts and Ted Rogers School of Management, Ryerson University*

*Áine O'Keeffe, Advisor to the CEO, The Work Foundation*

Simultaneous  
translation  
available

5:15 – 6:00 P.M.

### EVENING PROGRAM

*Pre-arranged travel to National Gallery of Canada*

5:30 – 7:00 P.M.

### NETWORKING RECEPTION

NATIONAL GALLERY OF CANADA

DAY 1

Monday, March 17, 2008

7:00 – 9:00 P.M.

**DINNER**

NATIONAL GALLERY OF CANADA

9:00 – 10:00 P.M.

**SPECIAL TOUR**

NATIONAL GALLERY OF CANADA

*After dinner, join us for a private tour of the nationally and internationally acclaimed Saskatchewan-based artist Joe Fafard. His iconic sculptures of prairie scenes are renowned throughout Canada and abroad.*

*Come and experience the full scope of this remarkable artist and his works.*

10:00 – 10:30 P.M.

**EVENING PROGRAM ENDS**

*Pre-arranged travel back to the Hilton Lac-Leamy Hotel*

DAY 2

Tuesday, March 18, 2008

8:00 – 9:00 A.M.

**DELEGATE REGISTRATION**

MOZART FOYER

9:00 – 10:15 A.M.

**3RD PLENARY SESSION**

MOZART BALLROOM

**Innovation and Research: Mobilizing New Practices**

*Chair:*

*David Wolfe, Professor, University of Toronto*

*Presenters:*

*Richard Cavanagh, Partner, CONNECTUS Consulting Inc.*

*David Keeble, Consultant, Keeble Consulting*

*Nigel Beaham-Powell, Associate Senior Lecturer: Commercial Music, School of Music and Performing Arts, Bath Spa University*

Simultaneous  
translation  
available

10:15 – 10:30 A.M.

**NETWORKING BREAK**

MOZART FOYER

10:30 A.M. – 12:00 NOON

**WORKSHOP PRESENTATIONS—SESSION 3**

CHOPIN BALLROOM

**Intellectual Property and Copyright**

Simultaneous  
translation  
available

**3A The Good, the Bad and the Ugly: How have policymakers dealt with the growing complexity of the Intellectual Property debate and the issue of On-Line Piracy?**

*David Torstensson, Stockholm Network*

Simultaneous  
translation  
available

### 3B Creative Content and the Illusive Copyright Balance

*Giuseppina D'Agostino, York University*

### 3C Bridging the Innovation Gap: Promoting and Protecting Intellectual Property Rights

*Graham Henderson and Aaron Sawchuk, Canadian Recording Industry Association*

### 3D Pop and Policy: Music Fast Forward

*Tina Piper, McGill University*

BEETHOVEN BALLROOM

## Geography of Culture

### 3E Strong Attractors and Lily Pads: How Putting Numbers to the Drift of Creative Talent in the Creative Economy through the Concentration Effect can Reveal the Impact of Local Factors

*Peter Higgs, Queensland University of Technology*

### 3F Creative Economies and Diverse Places: an Analysis of Creative Hubs in Canada

*Gregory Spencer, University of Toronto*

### 3G Mapping Creative Industries in South Africa: Regional Results, Experiences and Expectations

*Avril Joffe, CAJ-Culture, Arts and Jobs and Monica Newton, University of the Witwatersrand*

Simultaneous  
translation  
available

12:00 – 1:30 P.M.

## NETWORKING LUNCHEON

MOZART BALLROOM

1:30 – 3:00 P.M.

## WORKSHOP PRESENTATIONS—SESSION 4

CHOPIN BALLROOM

## Consumption Practices

### 4A Comprendre la consommation de la culture au Canada

*Jacques Ewoudou, Statistics Canada Culture, Tourism and Education*

### 4B Cultural Consumption and the Broadband Revolution: Canada and Australia

*Fred Fletcher, York University, and Charles Zamaria, Ryerson University*

### 4C How Advertising and Peer-to-Peer are Transforming Digital Media and Copyright

*Michael Einhorn, Fairleigh Dickinson University*

Simultaneous  
translation  
available

BEETHOVEN BALLROOM

**Emerging Production Practices**Simultaneous  
translation  
available**4D Labour Tax Credits, Regional Competition and Independent Film and TV Production: Implications for Cultural Workers and Organized Labour***Amanda Coles, McMaster University***4E Between a Rock and a Hard Place: Making Fiscal Film Policy in Britain***Maggie Magor, University of Glasgow***4F "Runaway Production" in Canada: The Good, the Bad and the Ugly of Foreign Location Shooting***Janice Kaye, Ryerson University*

3:00 – 3:15 P.M.

**NETWORKING BREAK**

MOZART FOYER

3:15 – 5:00 P.M.

**4TH PLENARY SESSION**

MOZART BALLROOM

**Consumption Dynamics: Consumers Driving Change***Chair:**Colin Jackson, President and CEO of EPCOR Centre for the Performing Arts**Presenters:**Max Valiquette, Youth Culture Expert, Youthology Inc.**Will Page, Chief Economist, MCPS-PRS Alliance*Simultaneous  
translation  
available**Wrap-Up: The Final Word from the Chair***Jean-Pierre Blais, Assistant Deputy Minister, Cultural Affairs, Department of Canadian Heritage*