

b.TWEEN MEDIA  
b.TWEEN PEOPLE  
b.TWEEN CITIES  
b.TWEEN 09

# WATERSHED

## Thursday 11 June b.TWEEN webstream programme at Watershed

For info on individual sessions, visit  
<http://www.btween.co.uk/pages/thursday-11th-june>

09:35 - 09:45	Katz Kiely (Just-b.)	Welcome
9.50 - 10:10	Mark Earls (HERD)	Being Human
10:10 - 10:55	Brad King (Ball State Uni), Alfie Dennen (Agit8), Dan Hon (Six to Start), Alex Fleetwood (Hide & Seek Festival), Kelly Sweeney (Bebo)	Telling Tales
10:55 – 11.40	Michael Bayler, Thomas Benski (Pulse), Jamie Conygham (Dojo), Morgan Holt (HUGE)	Brand Grenades, Sacred Cows
13:35 – 13.55	Matt Costello	Press Play
13:55 - 14:40	Andy Bell (Mint Digital), Adam Gee (Channel 4), Andy Gibson (School of Everything), Lucy Willis (Raw TV)	Making A Difference
16:00 – 16:45	Sheldon Brown (CRCA), Herb Enns (EMC)	Future Media
16:45 – 17:15		Closing session

## Friday 12 June b.TWEEN webstream programme at Watershed

For info on individual sessions, visit  
<http://www.btween.co.uk/pages/friday-12th-june>

10:15 – 10:20	Katz Kiely (Just-b.)	Welcome
10:20 - 10:40	Charles Leadbeater	Manifesto for Mutual Media
10:40 - 11:25	Peter Buckingham (UKFC), Jane Finnis (Culture 24), Will Gompertz (Tate Media), John Newbiggin	When Dinosaurs Ruled The Earth
	Jon Mitchell (Spotify), Michael Nutley (NMA), William Owen (Made by Many), Giles Rhys-Jones (Ogilvy)	Boom & Bust 2.0?
14:20 - 14:40	Jonathan Drori (Changing Media)	How To Botch A Relationship
14:40 - 15:25	Peter Cowley (Endemol), Ellen Marzell (In Game Advertising), Johan Vosmeijer (Sellaband)	Where's The Money?
16:00 - 17:00	Ewan McIntosh (4iP), Jake Redford (Orange), Nicole Yershon (Ogilvy)	Pitching In