

pro-manchester

cre@tive conference

Tuesday 29th September 2026

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About the Event

The Art of Significance

There has never been more content, more platforms and more opportunities to be seen.

Yet making ideas resonate has never been more challenging. In fact, research suggests that 85% of online content fail to attract enough attention to create a lasting memory effect, highlighting just how difficult it has become to cut through the noise and create meaningful connections.

Creative Conference is a one-day event exploring what it takes to create work that truly matters in an increasingly complex world. Bringing together creative thinkers and industry professionals, the conference will examine how ideas cut through, build trust and leave a lasting impression.

Through a programme of keynotes, panel discussions and fireside conversations, we'll explore how complex ideas can be transformed into compelling stories, why simplicity remains one of the most powerful creative tools, and how organisations can build authentic connections in a rapidly evolving landscape. We'll also examine the role of creativity in shaping stronger communities, driving meaningful impact and navigating an increasingly AI-influenced world.

Hosted by Amna Khan, the conference offers a unique opportunity to gain fresh perspectives, hear from leading voices across the creative sector and connect with others passionate about the future of creative work.

EVENT SCHEDULE

29 September 2026

09:30 - 10:00

Registration & Networking

10:00 - 10:10

Welcome from Host: Amna Khan

10:10 - 10:25

**Keynote: The Future of Creativity
Isn't Dead**

10:25 - 10:55

**Fireside chat: From Complex Ideas
to Stories People will Remember**

10:55 - 11:30

**Panel: Creativity for Good: Why
Creativity Is Essential for Thriving
Communities and Inclusive Growth**

11:30 - 11:50

Morning Networking break

Continued on the next page

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EVENT SCHEDULE

29 September 2026

11:50 - 12:15

**Fireside chat: The Power of Place:
What Spaces Teach Us About
Communication**

12:15 - 12:45

**Panel: Why the Best Ideas are Often
the Simplest**

12:45- 13:20

**Panel: Owning the Narrative: Trust,
Authority and Originality in the AI
Era**

13:20 - 13:30

Close from Host: Amna Khan

13:30 - 14:30

Lunch & Networking

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CONFERENCE PROGRAMME

29 September 2026

Morning Sessions

Keynote: The Future of Creativity Isn't Dead

This keynote explores why creative thinking is critical for innovation, growth and thriving communities, and why investing in creativity is essential for businesses, organisations and society alike.

Fireside Chat: From Complex Ideas to Stories People Will Remember

How do you make complex ideas accessible, relatable and memorable? This conversation explores the power of storytelling to help audiences connect with challenging concepts and inspire action.

Panel: Creativity for Good: Why Creativity Is Essential for Thriving Communities and Inclusive Growth

Creativity has the power to do far more than sell products and services. This discussion explores how creative thinking can support stronger communities, encourage inclusion and drive meaningful social impact.

Afternoon Sessions

Fireside Chat: The Power of Place: What Spaces Teach Us About Communication

From workplaces to cultural institutions, the spaces around us shape how we think, feel and connect. Discover how design and architecture influence human behaviour and brand experience.

Panel: Why the Best Ideas Are Often the Simplest

This session explores why the strongest creative work is often built around a single idea, message or emotion. Through real-world examples, speakers will share how stripping away complexity can create stronger, more memorable and culturally resonant ideas.

Panel: Owning the Narrative: Trust, Authority & Originality in the AI Era

As AI-generated content becomes increasingly common, authenticity becomes more valuable than ever.

This session examines how individuals and organisations can build trust, establish authority and create distinctive voices that audiences genuinely believe.

OUR SPEAKERS

The Creative Conference brings together a diverse range of voices from across the creative, media, business and communications landscape. From broadcasters and journalists to designers, strategists and changemakers, our speakers will share insights, experiences and fresh perspectives on the ideas shaping the future of creative work.



Amna Khan

Senior Lecturer, MMU
Host



OJ Borg

Broadcaster, BBC
Radio 2



Michael Taylor

Editor, The Business
Desk



Paul Hine

CEO, Made by Mortals



Jo Scott

Founder, Truth
Creative



Alex Smith

Partner, Sheppard
Robson



Marisa Draper

Head of Operations &
Internal Business
Strategy, Venture Arts



Steve Connor

Founder & Director,
Creative Concern



Nicky Unsworth FIPA

Non-Executive
Director & Advisor



Ronke Jane Adelakun

Co-Founder &
Director Black
Creative Trailblazers



Ciaron Wilkinson

Head of Partnerships
& Engagement,
Manchester Museum

More speakers to be announced soon

Meet our Creative, Digital and Media Committee

Creative Conference is shaped by a dedicated committee of professionals from across the creative industry. Drawing on their expertise and insight, the committee helps develop the conference theme, curate the agenda and bring together the voices, ideas and conversations that make the event possible.



Jo Scott
Founder, Truth
Creative



Gareth Clements
Co-Founder, RUMPUS



Gemma Blades
Creative Development
Manager
GM Business Growth Hub



Lee Curtis
Partner, HGF



Rachel Chesters
Founder & Managing
Director, Start



James Guérin
Founder, JG
Consulting



Paul Culshaw
Business & Digital
Strategy Consultant,
Recognition



Sam Dunn
Creative Director,
MC2



Clair Heaviside
Chief Creative Officer,
Embryo



Andy Schofield
Founder & Growth
Guide, Summit

Get Involved

Attend the Conference:

Book your ticket today and be part of the conversation shaping the future of creative work.

[Book here](#)

Sponsor the Conference:

Interested in sponsoring Creative Conference?

Get in touch to discuss opportunities to showcase your brand, connect with industry professionals and support the region's creative community.

Contact: Aaron.Emburey@pro-manchester.co.uk

Speak at the Conference:

We're always looking for expert speakers and fresh perspectives to help shape the conversation.

Get in touch to discuss future opportunities.

Contact: Nadia.Adofo@pro-manchester.co.uk