

# EDGE26

## SCHEDULE



**08:15 - 09:15**

### REGISTRATION & NETWORKING

Kick off EDGE26 with registration and networking in the Start-Up and Immersive Exhibition Zone; experience start-up demos, and interactive showcases – where founders, investors, and innovators connect.

### OPENING SESSION: IRELAND'S MOMENT

*Understanding the global shift and Ireland's opportunity to turn creativity into economic impact.*

**09:15 - 09:50**

### WELCOME

*Why Ireland's Creative Economy Matters Now*

Official welcome to EDGE26: Ireland's Creative Economy Summit with CREW CEO Niamh Costello, Mayor Mike Cubbard, Galway City, and Minister of State for Employment, Small Businesses and Retail & Circular Economy, Alan Dillon, TD

**Speaker:** Niamh Costello (CEO CREW), Áine Kerr (MC)

**09:50 - 10:30**

### THE GLOBAL CREATIVE SHIFT

*Keynote Address*

The Global Creative Shift: How Creative Industries, IP, and Innovation are Reshaping Economies Worldwide.

**Speaker:** Melissa Sterry (Futurist & Innovation Strategist)



## MORNING SESSION: FROM OPPORTUNITY TO SCALE

*Exploring how creative strength translates into sustainable, scalable business growth.*

**10:30 - 10:40**

### FROM MOMENTUM TO SCALE

Key findings from CREW & UrbanLab whitepaper:

**From Momentum to Scale** *Creative Industries in the West and North-West of Ireland: A Decade of Progress and the Path to 2036.*

**Speaker:** Dr. Patrick Collins (University of Galway)

**10:40 - 10:55**

### FROM FRAGMENTATION TO CLUSTERS

*Insight Talk*

Building capability in creative industries; why clustering is key to competitiveness.

**Speaker:** Fiona Kilkelly (Ulster Screen Academy, Ulster University)

**11:00 - 11:35**

### CREATIVE CAPITAL: SCALING AN IP-DRIVEN ECONOMY, FROM POLICY TO PROFIT

*Panel Discussion*

When building an IP Economy, what must align? A panel discussion on policy, capital & ecosystem alignment for scaling.

**Panellists:** Lorna Ross (ATU), Tania Banotti (Creative Ireland), Raj Lyons Chohan (ICON), Dr. Maria O'Brien (University of Galway), Gillian Buckley (WDC).

**Moderator:** Áine Kerr (MC)

**VISIT SPEAKERS**



**11:35 - 12:05**

## MORNING NETWORKING BREAK

**Recharge and reconnect:** Meet Patrons, and exhibitors in our Start-Up and Immersive Exhibition Zones.

## MID-MORNING SESSION: THE CREATIVE ECONOMY IN ACTION

*Insights, Sectors and Scale. Showcasing how creativity is driving enterprise, innovation and growth.*

**12:05 - 12:15**

## SCALING CREATIVE VALUE

*Insight Talk*

An exploration of how creative businesses create & capture value.

**Speaker:** Claire Corbett (All Kinds of Magic)

**12:15 - 12:50**

## THE CREATIVE ECONOMY IN ACTION

*Panel Discussion*

Inside Ireland's IP-generating sectors: Real companies, IP, exports, and growth.

**Panellists:** Trevor Ó Clochartaigh (TG4), Paul Conway (Spooky Doorway), Moe Honan (Moetion Films), Adam Barry (Studio Saol), David Stevens (The Bothy).

**Moderator:** Caroline McDonagh (Head of Enterprise, Local Enterprise Office Galway)

**12:50 - 13:25**

## SECTORAL SPOTLIGHTS

### *Lightning Talks*

Hear insights across the digital creative industries from animation, games, and immersive tech to design, film & TV.

**Speakers:** Camille Donegan (Eirmersive), Ronan McCabe (Animation Ireland), Charlotte Barker (Institute of Designers in Ireland), Colm Larkin (Imirt), Colman Farrell (Screen Ireland)

**13:25 - 14:25**

## LUNCH & NETWORKING

Standing Lunch & Networking. Recharge and reconnect across the Start-up Zone, Immersive Exhibition Zone and CREW Café.

## AFTERNOON SESSION: TALENT, TECHNOLOGY & GLOBAL PERSPECTIVE

*Building the talent, capability, and global connections that enable creative businesses to scale.*

**14:25 - 15:00**

## THE FOUNDER'S EDGE

### *Fireside Chat*

From Creator to CEO: Building Creative Entrepreneurs Who Scale Globally.

Dr. Orla Flynn in Conversation with Paul Young, Co-Founder and Creative Director of Cartoon Saloon.

**Speaker:** Paul Young (Cartoon Saloon)

**In Conversation With:** Dr. Orla Flynn (President, ATU)

**15:00 - 15:35**

## CREATIVE INTELLIGENCE: TALENT, AI & THE CREATIVE PIPELINE

*Panel Discussion*

Creative Intelligence: Talent, R&D & AI – Building Ireland's Creative Tech Pipeline.

**Panellists:** Ann Lanigan (Enterprise Ireland), Brendan Jennings (ATU), Florian Schneider (University of Galway), Dr. Ruth Freeman (Research Ireland), Karen Brodie (PEC UK).

**Moderator:** Mary Carty, FRSA

**15:35 - 16:05**

## LESSONS FROM CHICAGO: SCALING CREATIVE ENTREPRENEURS

*Fireside Chat*

Success from Chicago: 2112 & Story7 – Building Creative Entrepreneurs to Scale Globally.

Mary Rodgers in conversation with Daniel Crane, Creative Entrepreneur (Story7) Ecosystem Builder (2112 Chicago) & International Touring Musician.

**Speaker:** Daniel Crane

**In Conversation With:** Mary Rodgers (CEO, Galway City Innovation District)

## CLOSING SESSION: FROM GLOBAL INSIGHT TO FUTURE VISION

*Closing EDGE26 with an outward-looking perspective and a forward-facing vision for Ireland's creative economy.*

**16:05 - 16:35**

### FUTURE FOCUS: IRELAND 2036

*Panel Discussion*

A forward-looking discussion on the opportunities ahead, and the actions that can support Ireland's creative economy to grow and compete over the next decade.

**Panellists:** Fiona Kilkelly (Ulster Screen Academy), Dr. Paddy Tobin (Dean of Faculty, ATU; Chair of Board of Directors, CREW), Eiméar Dowd (Northern and Western Regional Assembly).

**Moderator:** Áine Kerr (MC)

**16:40 - 16:50**

### CLOSING REFLECTIONS

*Vision Talk*

From Ambition to Action: Final Reflections and Next Steps.

**Speaker:** Niamh Costello (CEO, CREW)

**VISIT SPEAKERS**



# EDGE26 SCHEDULE

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