

## TIMETABLE

OPENING CEREMONY 10.30AM – 11.30AM, THURS JUL 15<sup>TH</sup>

<b>Welcome</b>	<b>MC (Olisa Adibua)</b>
<b>Developing the Creative Economy</b>	<b>Richard Sandall &amp; Chioma Nwagboso, Investment and Public Finance Specialists, World Bank</b>
<b>Performance</b>	<b>GT the Guitarman</b>
<b>Keynote Address</b>	<b>Prof. Emevwo Biakolo, Dean School of Media &amp; Communications</b>
<b>Closing Remarks</b>	<b>Nkiru Asika, Founder/CEO Enterprise Creative</b>

### OPENING OF THE FAIR

<b>JUL 15</b>	10am-12pm	MUSIC DEMO PRACTICAL	NO MORE LOSS, ROOFTOP MCS	Bring Your Demo Or Your Voice And Get Feedback From The Panel		
	12.30-1.30	PRESENTING FOR TV & RADIO  MAIN HALL	OLISA ADIBUA, The Beat 99.9/Naija Sings	Difference between Radio and TV		
			GBEMI OLATERU OLAGBEGI, The Beat 99.9	A Career in Radio		
ANDRE BLAZE, Nigezie			Developing Yourself as a Presenter			
<b>JUL 15</b>	12.00-1.00	DIGITAL & INTERACTIVE  ROOM 6	DAYO ELEGBE, CEO NaijaSounds	Mobile Media & Marketing		
			ABASS IDARESIT, CEO WildFusion	Building An Online Presence		
			DOMINIC ESSIEN, CEO SEED MEDIA	Going Digital		
<b>JUL 15</b>	1.30-3.00	MUSIC DEMO/AUDITIONS PRACTICAL  ROOM 6	EMEM EMA, DR FRABS, BIOLA KILA, WEIRD MC	Bring Your Demo Or Your Voice And Get Feedback From The Panel		
			2.15 - 3.15	GETTING YOUR BOOK PUBLISHED  MAIN HALL	SIMI DOSEKUN, FARAFINA	What Publishers Look For
					ADAOBI NWAUBANI, COMMONWEALTH PRIZE WINNING AUTHOR	How to Get Your Book Published
BANKOLE OLAYEBI, CEO BOOKCRAFT	Publishing as a Career					
<b>JUL 15</b>	3.00 - 5.00	PITCH YOUR TV PROJECT PRACTICAL	BIBI BAKARE YUSUF Cassava Republic	Marketing your Book		
			PAMELA OFOEGBU, Commissioning	PITCH YOUR TV PROJECT PRACTICAL		

JUL 15		ROOM 6	Editor, MNET YEMISI ILO, Exec Prod Sesame Street NEIL OYENEKAN, Lighthouse Television & Filmworks	
	3.45- 5.00	MUSIC BUSINESS	NAETO C	This Is Your Job...So Work It!
		MAIN HALL	AUDU MAKORI, CEO CHOCOLATE CITY	Signing On And Working With A Label
			EMEM EMA, CEO ONE MANAGEMENT	Importance of Management
			TOLA ODUNSI, STORM 360 & BOBBY BOULDERS	Using Music Videos To Build Your Brand

		<b>DAY TWO - FRI JUL 16th</b>		
JUL 16	10.00 - 11.45	ACTING & AUDITION PRACTICAL  MAIN HALL	SEGUN ARINZE	Breaking Into The Acting Profession
			IKHANE AKHIGBE, ABORIGINAL PRODUCTIONS	Stage Acting/Life in Theatre
			RITA DOMINIC	Managing Your Career
JUL 16	10.30 - 11.30	GETTING SPONSORSHIP  ROOM 6	JOKE SILVA	Fundamentals of Acting
			BIMBO ILO, INTEGRAL	Ten Mistakes To Avoid When Seeking Sponsorship
			MAC MACHAIAH, MEDIA REACH	What Makes A Sponsor Say Yes Building Your Sponsorship Case
JUL 16	11.45- 12.45	FASHION  RM 6	UGOMA EBILAH, Zebra Living	Creating a Fashion Brand
			BABS AKIN FAMILUSI, Exclamations!	What I know Now that I wish I knew Then
			AMEDE NZERIBE	Starting Your Fashion Business
			ABULHAMEED ABUBAKAR, ZK/BLACKBOX	Understanding the Business of Advertising
JUL 16	12.30 - 1.45	ADVERTISING, PR & MARKETING COMMS  MAIN HALL	TIM BEIGHTON, HEAD CLIENT SERVICE, C&F PORTERNOVELLI	How to Make it in PR
			STEVE BABAECO, CEO 141 WORLDWIDE	Advertising - Creativity is Not Enough
			NONYE UGWUJIDE, GROUP HEAD OCEANIC BANK	Working in Corporate Communications
JUL 16	2.00- 3.00	PRINT & BROADCAST JOURNALISM  ROOM 6	TONI KAN, CEO Radi8	Making it as a Freelance Writer
			TOLU OGUNLESI, Next Newspaper	Newspaper Reporting
				TV News Reporting

			ADAURE OCHUMBA, former Head of News, STV	
JUL 16	3.30 - 5.00	SESEMA PR PRACTICAL ROOM 6	TOMI AWOKOYA	Practical Workshop on PR SKILLS
JUL 16	4.00 - 5.00PM	TV/FILM PRODUCTION MAIN HALL	FEMI ODUGBEMI, CEO DVWORX	Building a Career in TV
			STEVE GUKAS, film maker	So You Want to Be a Film maker?
			E MEM ISONG, Film producer	Making your First Movie