

Herts TV and Film Industry Supply Chain Innovation

COURSE OVERVIEW

Part of the



Build your presence in the Hertfordshire TV and Film production supply chain. Join a government subsidised 8-week programme, with world-class teaching delivered by *Estu* and the *Royal College of Art* in association with industry influencers and Hertfordshire's major studios.

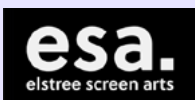
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About

As Hertfordshire's booming TV and Film industry continues to grow and attract further investment, opportunities are created.

The *Supply Chain Innovation Programme* is aimed at local business leaders from all sectors wishing to grow within the TV and Film production ecosystem, helping them make connections and develop their proposition to establish and enhance their role in the supply chain.

Receive insights from key people in the industry on sector procurement and trends. Visit *Sky Studios Elstree*, create connections, network and learn with other businesses who share the same goals.

You will be guided by a highly experienced faculty and leading industry speakers to apply practical and transferable tools, frameworks and principles to your organisation. By the end of the programme you will have developed the skills and knowledge to create a new and innovative value proposition for your business: ensuring it is sustainable for changing consumer needs.

Funded by the *Department for Culture, Media and Sport (DCMS)* and *Innovate UK* as part of the *Create Growth Programme*, this subsidised 8-week programme is delivered by *Estu* and the *Royal College of Art*, in association with Hertfordshire's major studios.

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Personal and organisational benefits

Knowing more about how the industry works, understanding what decision-makers are seeking and being able to shape your offerings to their demands can be the difference between you or your competitors benefiting from this lucrative market.

You will:

- create a new and innovative value proposition for your business.
- receive insights on sector procurement and trends from key figures in the industry.
- visit *Sky Studios Elstree*, create new connections, network and learn with other businesses who share the same goals.
- be guided by highly experienced practitioners to apply practical frameworks which are transferable across all areas of your business, and sustainable in the face of changing consumer needs.
- establish and enhance your role in the sector's supply chain, learning transferable skills that can be applied across your organisation.

Learning experience

You will learn from the business growth experts at *Estu* and leading academics from the *Service Design MA programme* at the *Royal College of Art*.

For nine consecutive years, the *RCA* has been ranked as the world's number 1 art & design university*. Sir Jony Ive is the *RCA's* Chancellor (former Chief Design Officer at *Apple* responsible for the design of the *iMac*, *iPod*, *iPhone*, *iPad* and the *Apple* stores) and Sir Peter Bazalgette is Pro-Chancellor and Chair of Council (Ex Chair, *ITV* and Co Chair - *Creative Industries Council*).

Through curated and facilitated exercises, you will be taught to apply the tools, templates and processes used by some of the world's leading brands to create value: applying *Design Thinking** to your business. These practical methods can work in any area of your business to enhance services, build new collaborations and win new contracts.

You will be invited to attend weekly live-online sessions and three face-to-face workshops, culminating in a final presentation event at *Sky Studios Elstree*. You will learn through live talks, interactive workshops, applied tasks and small group exercises - networking with other local businesses.

You will have the chance to build relationships with industry guest speakers and procurement executives from the programme's studio partners. They will share their experiences and give you unique insights into processes and commercial opportunities within the sector.

* QS Global Industry and University rankings 2023. The *RCA* has been consistently placed ahead of 249 other institutions including *MIT*, *Stanford*, *Yale*, *NYU*, *University of Oxford*, *University of Tokyo* and *Design School Kolding*, Denmark.

Programme timetable

Location: the programme is hybrid, with live-online sessions via Zoom and three in-person days at venues in Hertfordshire.

Module	Date	Time	Location
	Onboarding	Thurs 11 April 2024	10:00 - 11:00 Via Zoom (live online)
1	New models of innovation	Thurs 18 April 2024	10:00 - 16:30 Hertfordshire (in person)
2	Transforming the customer value for the “new normal”	Thurs 25 April 2024	10:00 - 13:00 Via Zoom (live online)
3	Exploiting technology	Thurs 2 May 2024	10:00 - 13:00 Via Zoom (live online)
4	Creative workshop	Thurs 9 May 2024	10:00 - 16:30 Hertfordshire (in person)
5	Business model innovation: creating a compelling value proposition and business plan	Tues 14 May 2024	10:00 - 13:00 Via Zoom (live online)
6	Group tutorial	Thurs 16 May 2024	10:00 - 13:00 Via Zoom (live online)
7	The grand finale	Thurs 23 May 2024	10:00 - 13:00 <i>Sky Studios Elstree</i> (in person)
8	Post course action review	Thurs 6 June 2024	10:00 - 13:00 Via Zoom (live online)

Suggested additional work: 2 hours per week

Directors and Tutors



Nick de Leon, Head of Knowledge Exchange - *Royal College of Art*

Nick leads development of *RCA's* research and design exchange activities. He began his career as an industrial designer, moving from designing products then services, through to developing entire new businesses in his role as Business Development Director for *IBM's* Global Services.



Simon Littlewood, CEO - *Estu*

Simon has led high performing teams in senior roles in technology and professional services. He is an advisor to central and regional government and has worked with some of the fastest growing businesses in the UK, US and Europe.

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Featured previous guest speakers



Sir Peter Bazalgette, (Ex Chair, ITV) Co Chair - *Creative Industries Council*

Throughout his illustrious career, Sir Peter Bazalgette has shaped the media landscape. As the architect of some of the most influential television programmes, he has transformed the way we consume media and challenged our perceptions of the world.



Rikesh Shah, Ex-Head of Open Innovation - *Transport for London*

Recognised as a thought leader on public innovation and procurement, Rikesh works as an open data, open innovation and future of mobility expert.

Previously Rikesh led Transport for London's award winning innovation team. He was responsible for creating TfL's first Innovation Hub which has delivered some pioneering projects on areas such as air quality, road safety, active travel, enhancing customer experiences to retail and property development.



Pedro Tolipan, Global Expert Partner - *McKinsey*

Previously Creative Director, future media and technology at the *BBC*, Pedro advocates for customer experience and has a track record for driving innovation and developing effective new products and services for some of the world's leading companies.

Testimonials

“We just needed to find that little bit of an extra kick through the network... this course provided it... the content, understanding some of the techniques and the tools... this course was just vital in taking that next step as a business.”

Jimmy Keeping, Director – *Sustainable Film*

“We’ve now got a better idea of how to present ourselves within studios. It was fascinating stuff and how it is formalised actually really helped me to understand and apply it. The communication has been absolutely fantastic.”

Roly Oliver, Director – *Universal Pixels*

“We already work with various film and TV interfaces... We’ve had some fantastic exposure to people who we would never hear from and who have given us information that we probably would never have got to... It has been a privilege to be part of the course. It’s been very, very effective to help me understand the types of people we need to be talking to and what we need to be doing to improve our offering.”

Martin Fieldman, Managing Director – *Abode Bed*

“I have found it very helpful. Make sure you can give your time to this course and you will get out of it what you’ve put in.”

Nicole May, Founder – *Mayhem Group*

“This is great for me... being able to meet suppliers first hand, develop those relationships and start to think about how we can bring them into the Sky ecosystem. It’s really positive for me to be able to get this exposure to the suppliers in the local area.”

Jodie Legrand, Senior Production Procurement Manager – *Sky Studios*

Further information

Eligibility

Ambitious local businesses creating employment in Hertfordshire
- from all sectors.

Funding

As part of the *Create Growth Programme*, the course is majority subsidised by *DCMS* with a contribution of the remaining £500 +VAT required from each business, payable before the course commences. Please speak to the team about payment options.

Certification

Participants will receive a certificate of completion from *Estu* and the *RCA*. They will also be invited to *Estu* and *RCA* alumni events and networks.

Application process

1. Complete and submit [our simple application form](#).
2. The *Estu* team will be in touch to carry out a business review and identify potential growth areas that could be supported by the programme.
3. *Estu* will then align you with the *Create Growth Programme* and process the funding for your application.
4. All applications are reviewed by an industry panel.
5. If you are accepted and offered a place, *Estu* will contact you to arrange payment to secure your space.

Places are limited. We encourage you to apply early to avoid disappointment.

Contact information

To discuss the programme or your application, contact:
support@estuglobal.com

Find out more

www.estuglobal.com

