

Dear Attendees,

Welcome to the IW Creative Industries Conference 2026!

It's a real pleasure to have you here as we come together to connect, reflect and look ahead - as creatives, freelancers, businesses and organisations shaping the Island's creative future.

This year's theme, 'Future Making – Creativity with Purpose', is about that moment many of us find ourselves in - moving beyond the starting point, asking what comes next, and how we build work that is both sustainable and meaningful. It's about navigating the space between ambition and reality, and finding ways to move forward with clarity, confidence and intent.

Aligned with the Isle of Wight Cultural Strategy *All the Wonder (2023–2033)*, which champions a thriving cultural sector where creativity contributes to wellbeing, opportunity and prosperity, today offers a chance to step back from the day-to-day and think more strategically about our individual and collective futures.

Throughout the day, we'll hear from a range of speakers sharing practical insight, lived experience and different perspectives on creative work - from building and sustaining businesses, to leadership, visibility and direction. We'll also create space for conversation, questions and exchange, recognising that some of the most valuable learning comes from being in a room together.

This conference has been curated by the Creative Island Network (aka the IW Creative Network), delivered through Creative Island, the Isle of Wight's cultural development agency. The Network now supports over 230 Island creatives through professional development, mentoring, networking and opportunities - with a focus on helping creatives to build sustainable practices and connect to wider contexts.

We'd like to thank Arts Council England and the Isle of Wight Council for their continued support in enabling this work, and in supporting the development of the Island's creative sector more broadly.

Most importantly, thank you for being here. Your presence, ideas and experiences are what make this community what it is.

We hope you leave today with new connections, fresh perspective and a renewed sense of direction in your work.

Warm wishes
Georgia Newman

Deputy Director, Creative Island
georgia@creativeisland.org
www.creativeisland.org
www.iwcreativenetwork.com

Live streaming via YouTube @iwcreativenetwork 9.45am-3.30pm



IW CREATIVE INDUSTRIES CONFERENCE:

'Future Making – Creativity with Purpose'

Tuesday 24th March 2026, Building 41, Cowes, Isle of Wight

Conference Schedule:

9.30am Arrivals & informal networking

10.00am Welcome & introductions from Creative Island

10.10am-12.10pm A series of short talks (approx. 30 mins each) offering practical insight into building, sustaining and growing work in the creative industries:

- Effie Moss – Founder - “The Bit in the Middle: Staying Power in Business”
- Matt Jeffery – Brightbulb Owner & IW Chamber Director - Case Study Presentation
- Nicky Kildunne – Federation of Small Businesses – Explore how FSB empowers entrepreneurs at every stage of their journey
- Jack Aling – Rebel Business School – IW Rebel Programme for Creatives, 2026

12.10-1.00pm Lunch break & networking

1.00-2.30pm Keynote & Workshop – Zoie Golding - Nationally recognised cultural leader, choreographer and founder of ZoieLogic Dance Theatre. Zoie will deliver a keynote and facilitated workshop focusing on creative leadership, direction and goal-setting.

2.30-3.30pm Panel Discussion & Audience Q&A - Bringing together themes from the day, this conversation will explore how creative practitioners and businesses move forward with clarity and purpose. Panellists include Zoie Golding, Effie Moss and Designer & Art Director Sean Turner, facilitated by specialist in artist support, Alys Scott-Hawkins.

3.30-4.30pm Optional Focus Sessions - Small focus-table conversations with Effie Moss, Alys Scott-Hawkins and Nicky Kildunne, offering space for more direct discussion and advice.

4.30pm End

Feedback Form

Please take a moment to complete our feedback form after the event:

<https://forms.gle/GynFRaGthKHCPxaq7>

Speakers/Guests

Effie Moss - Founder - “The Bit in the Middle: Staying Power in Business”

Most support exists at the beginning of a business, when ideas are exciting and everything feels possible or at scale, when growth is obvious and visible. Very little exists for the stage in between. “The Bit in the Middle” is the phase where businesses are no longer new, but not yet established in the way their founders imagined. It’s where cashflow gets real, teams begin to form, funding decisions matter and the landscape starts to change. This is where many businesses stall, not because the idea isn’t good, but because the skills required to stabilise and simplify are rarely taught. In this talk, Effie Moss explores how to recognise the Bit in the Middle, build staying power and move through this phase with clarity -> practically, strategically and personally. Blending practical strategy (cashflow, structure, team, funding) with the inner work of belief, identity and resilience, this session is for founders who want to build something that lasts, strengthening both their business and themselves along the way.

Matt Jeffery – Brightbulb Owner & IW Chamber Director

Founder of Brightbulb and a board member of the Isle of Wight Chamber. Matt will share a grounded Island-based case study of growing a creative business - covering networking, PR, awards, visibility and the transition into employment.

Nicky Kildunne - Regional Business & Stakeholder Manager, Federation of Small Businesses

Nicky Kildunne champions and supports more than 12,000 small business owners and sole traders across the IW, Hampshire, Dorset and Wiltshire. With years of hands-on experience helping entrepreneurs start, grow, scale and adapt through major economic shocks - from Brexit to the COVID pandemic - Nicky has guided hundreds of business owners through the realities of running a small enterprise. Her work with FSB puts her at the heart of the region’s business community, opening doors, removing barriers and ensuring small firms have the support they need to thrive. In her session, Nicky will explore how FSB empowers entrepreneurs at every stage of their journey.

Jack Aling – Creative Director, Rebel Business School - IW Programme 2026

Formerly known as *Pop Up Business School*, Rebel has supported over 45,000 people worldwide since 2012 to start and grow businesses – many of them creatives, freelancers and people who never thought of themselves as “business owners”. Rebel Business School returned earlier this year to the Island with a free, in-person evening programme designed to help creative people test ideas, build confidence, find customers and start generating income, without jargon, pressure or upfront costs. The programme was delivered in partnership with Creative Island and IW Council, and took place at Building 41, Cowes.

Zoie Golding MBE - Founder of ZoieLogic Dance Theatre Keynote & Workshop on Creative Leadership

A nationally celebrated cultural leader, choreographer and founder of ZoieLogic Dance Theatre, Zoie will provide an energising keynote on creative courage, leadership and direction. She’ll then lead a hands-on Goal Mapping workshop designed to help participants build clarity and focus for their year ahead. With 25+ years leading teams across the cultural, public, and global events sectors, Zoie is known for transforming bold ideas into high-impact experiences that connect communities and drive social change. “Leading creatively means trusting the unknown, turning failure into inspiration, and using imagination to shape experiences that others thought impossible.” – Zoie Golding MBE



Panel Discussion

Alys Scott Hawkins – Visual Artist & specialist in Artist Support

Facilitating the panel discussion is Alys Scott Hawkins. Alys is a specialist in Artist Support, providing guidance and advice to overcome barriers, plan projects and make funding applications. She is a member of the Artist Council: the advisory panel for a-n: the UK's largest membership organisation for visual artists. Previously she led the Artist Development programme at 'a space' arts, Southampton, drawing on her long-standing networks within the arts sector across the region. Her background is as a freelance animation director, running a small business producing short films for broadcast, not-for-profit organisations, education and the private sector, winning international awards, and screening work at more than 30 international film festivals.



Sean Turner – Designer & Art Director

Sean Turner is a designer and art director working across theatre, immersive experiences and festivals. Trained at Motley in Covent Garden, his work spans major productions and collaborations with companies including Secret Cinema, Punchdrunk Enrichment, Les Enfants Terribles and LAS Theatre. Recent projects include design work for *The Cavendish Experience* at Cambridge University, *Die Hunnenkönigin* in Germany, and immersive productions such as *Dopamine Land*. He has art directed large-scale events including the CBeebies Prom at the Royal Albert Hall, and previously worked in-house for MAMA Festivals and Live Nation. Sean's practice explores storytelling through space, combining design, performance and audience experience.



Effie Moss - Founder

Effie Moss is a business strategist and founder with over a decade of experience supporting entrepreneurs to build sustainable, profitable companies. She first gained national recognition after appearing on *Dragons' Den* with her handmade teepee business. Effie specialises in what she calls "*The Bit in the Middle*" — the stage where a business is no longer new but not yet fully established, and where structure, clarity and resilience become key. Blending practical strategy with a strong focus on mindset, she helps founders strengthen both their business model and direction, building companies designed to grow steadily and last over time.



Zoie Golding MBE - ZoieLogic Dance Theatre

Zoie's talent is world-building: designing concepts, sets, movement vocabularies, and theatrical atmospheres that draw people in, even if they've never danced before. From pioneering youth and community projects and challenging stereotypes to leading large-scale, internationally acclaimed events. Her landmark projects include Critical Mass at the 2022 Commonwealth Games and The Big Movement, a global-first mass male movement event tackling men's mental health through collective action.

Focus Sessions (optional):

Alys Scott-Hawkins – Funding & opportunities in the arts

Effie Moss – Marketing, brand & positioning

Nicky Kildunne – Business support & networks