



PROMAXUK

PROMAX 2024 WORKSHOP

The AI Series: An Introduction

In association with FreshTracks Music

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Unless you're from a galaxy far, far away it's hard not to notice the explosive growth of AI into the mainstream, our everyday work scene, everywhere all at once. The world of AI is vast, uncharted, exciting and full of possibilities but also incredibly complex.

So where does one start and how does one begin to explore, and keep up with, something so vast, that's evolving so rapidly, as to be a little overwhelming sometimes? How can we utilise AI to enhance our output, creativity and productivity. And how much do we need to embrace and immerse ourselves, in all things AI, without feeling like we've lost something that's unique to what it means to be human.

Join us, for our first workshop about AI, where the aim is to guide and inform; to create a solid foundation from which to build a deep(er) understanding of AI, its benefits and pitfalls (not that robots are coming to kill us, take our jobs, sci-fi imagined pitfalls but real pitfalls) such as licensing and IP issues that will set out how we incorporate AI tools in our everyday workflow.

But AI isn't just about visuals and imagery which is why we have FreshTracks Music to demonstrate how AI techniques can be used to simplify the process of finding the right music for your project. They'll also be discussing music copyright to protect both music creators and end users

Unique to our workshop will be a specially assembled panel whose focus will be on the application, and relevance, of AI to the Broadcasting industry, specifically the fields of Creative, Design, Marketing and Production.



WORKSHOP AGENDA

1. WORLDBUILDING: IMMERSIVE STORYTELLING AND CONTENT CO-CREATION WITH AI

Worldbuilding may be a familiar approach for those who are film directors and novelists, in the world of gaming and sci-fi. It's been used for decades to create compelling and engaging environments for ideas, characters and stories to live in. But how can we leverage this approach for the evolution of brand building and celebrating IP to enable connected worlds, and create storylines and environments to put audiences at the heart of their narratives? Can AI provide tools for the future of worldbuilding to bring audiences even closer and make deeper connections? What are the new AI technologies that the entertainment industry have at their fingertips and the implications of powering up the next generation of fandoms?

ED HALLAM: CREATIVE DIRECTOR - INNOVATION @ AMPLIFY

Ed's experience has seen him work with a variety of global brands, crafting work that sits at the intersection of storytelling and innovation. With a background in Art Direction, Tech Innovation and Product Strategy Ed has created strategies that future proof brands - including names such as WarnerMedia, Nike and Spotify. Some of Ed's most exciting work included concepting CryptoKicks and the .Swoosh platform for Nike and leading the creative direction for The Gay Times and their new product strategy. Ed is leading Amplify's' culture of exploration through hackathons and technology adoption and experimentation. He is also co-founder of Digital Magazine, Decode which looks to break down the future of tech, brands & culture.



WORKSHOP AGENDA - CONT

2. FRESHTRACKS MUSIC INTRODUCES SMART SEARCH: THE FUTURE OF MUSIC DISCOVERY

Ever struggled to find the right track? Try Smart Search, the AI-powered search feature that transcends keyword restrictions. Describe a scene, paste movie synopses, or copy a client's brief, Smart Search can handle any text. It analyzes your description to quickly identify the ideal match from the [FreshTracks](#) catalogue. Smart Search ushers in a new era of music discovery - intuitive, rapid, and perfectly tailored to your creative vision. Simplify your music search with Smart Search.

Check Smart Search reel [here](#).



FRESHTRACKS MUSIC REPRESENTATIVES



CHARLEY DUNLOP

Freshtracks Client Account Manager. Although Charley joined Freshtracks at the inception of their UK market expansion, her extensive experience in the Production Music field speaks volumes. With her seasoned knowledge, Charley plays a pivotal role in delivering top-tier service and solutions to Freshtracks users.



MAREK BLÁHA

A seasoned professional with over a decade of experience. As the Head of Sales at Freshtracks, operating in 11 European countries, Marek Bláha will share his insights on how AI helps clients in the Production Music field.

3. THE PANEL

Focusing on the relevance of AI to the world of TV Broadcast, the panel will discuss the practicalities and legalities of AI. How to utilise AI to help create ideas, content for on-air promos and off air content / campaigns.

Can AI be harnessed for shoots, if so in what capacity? What are its abilities to push marketing for your work and yourself? And, once applied, what can you actually use without the threat of a lawsuit because of the lack of clarity around IP. For visualists, designers, animators, what impact does the licensing around scraped imagery have on the work you create with the help of AI?

We would love to hear your thoughts and there'll be a Q&A session with the panel for this purpose, followed by drinks and nibbles and an opportunity to pursue more AI chat with the host, panel and FreshTracks Music.

PANEL – MARTIN GENT

Martin is an award-winning short-form director and video editor, known for his expertise in generative AI tools and techniques. As an early adopter of AI, Martin has become a sought-after coach and consultant in this exciting new field. He is also Creative Director of [Buska Video](#), the London based video production company he founded after many years working in TV promotions. Martin is committed to exploring the creative potential of AI in storytelling and helping others to embrace this revolutionary new technology.



PANEL – LANDY SLATTERY

Landy Slattery is Creative Director of Channel 4 streaming at 4creative. She has worked creatively with tv channels and brands for over two decades. As a fierce advocate for equity in our creative industries, her latest passion is Web3, the blockchain and future of creativity and content and how this rebuilding of the internet could lead to a fairer world.



PANEL – JAMIE SMITH

Jamie is a Partner and Co-Head of the Interactive Group at media and technology law firm [Sheridans](#), focusing on digital content, gaming, animation, AR/VR and digital/interactive media. Previously at The Mill and Sony Playstation among others, he has great experience and insight in areas including Contract Law, Game Development, IP/IT, Data Privacy and Software Licensing.



SCHEDULE

Thursday 18th January 2024

@ The Cinema and Drum, Channel 4
124 Horseferry Road, London, SW1P 2TX

Tickets:

Standard rate- £99+VAT each (£118.80) and can be purchased [here](#).

Discounted rate- for broadcast sponsors only, please contact: zung@promaxuk.com

** Limited availability **

Buy your tickets [here](#)

13:30	Doors open
14:00-15:00	Ed Hallam, host, and speaker Worldbuilding: Immersive Storytelling and Content Co-Creation with AI
15:00-15:15	Break
15:15-15:35	FreshTracks Music introduces Smart Search: The Future of Music Discovery Harnessing the power of AI to simplify music searches.
15:35-17:00	Panel and Q&A hosted by Ed Hallam Martin Gent, Landy Slattery and Jame Smith
17:00-18:00	Drinks & Nibbles



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