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# Amplifying your message

- Industry Priorities
- Stakeholders
- Industry Successes
- Mobilising Members
- United Voice
- Achieving Impact
- Getting involved

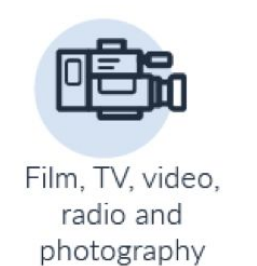
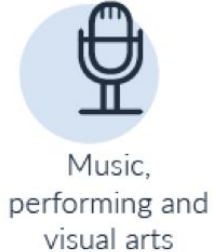


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# What is Creative Industries Federation?

- Membership body - represent, champion and convene
- Network of creators, creative organisations, representative bodies, businesses and education institutions
- Represent the entire breadth of the sector
- Policy, advocacy, events and networks



# Industry policy priorities

- Education and skills
- Public Investment
- Global Talent



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# Stakeholders

- Government
- MPs
- Each party
- Members
  - Businesses
  - Education
  - Non-profits and Charities
  - Representative bodies
  - Freelancers and independents
- Sector-wide



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# Achieving impact

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- Defining what 'Impact' means
- Policy
- Industry



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# Industry successes

- Sector Deal
- Creative Industries included in the Industrial Strategy for the first time
- Creative Careers Programme
- Brexit and Immigration
- Letters to Boris Johnson and SoS Education
- Public Investment report



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# Mobilising members

- Breadth of voices heard
- Written consultations
- Calls for evidence and case studies
- Roundtables
- Working groups
- Call for support



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# United voice

- Breadth of voices heard and represented
- Disagreement could discredit proposals and recommendations within the same sector.
- Raising profile of contributors – quotes, testimonials, evidence, data.
- Communications – for members to share the collective voice
- Manifesto



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