



Creative Partnerships

Conference 2025

BROCHURE

Designed by Aurelie Chan Hon Sen and Monika Navickaitė.

Creative Partnerships Conference 2025

Creative Partnerships Conference is Scotland's premier networking and professional development platform for Black creatives.

Key Details



FEBRUARY 21, 2025



<https://be-united.org.uk/creative-partnerships-conference-2025/>



Advanced Research Centre (ARC),
University of Glasgow, 11 Chapel Ln, Glasgow G11 6E



University
of Glasgow



A FOREWORD FROM OUR EXECUTIVE DIRECTOR

What a blessing to be writing this note to welcome each of you to the Creative Partnerships Conference (CPC) 2025.

It feels like a milestone that must be acknowledged and celebrated.

Now in its third edition, we are delighted to bring CPC to Glasgow for the first time. This year's programme is grounded in our guiding event principle of adding as much value to you as we possibly can. I hope our passion, care, and commitment to this principle will be felt throughout the day and will stay with you as you go forward and further your creative careers and dreams.

For over a decade, we have worked with a sense of focus and determination to create more opportunities and career advancement avenues for Black creatives in Scotland. We have grown alongside you and have watched talent spring forth year after year, adding to the vibrancy and eclectic mix of arts and culture in our nation.

The vision of Be United stands strong, and as we come together for the Creative Partnerships Conference 2025, we remain united in our commitment to creativity, innovation, and inclusion. Let 2025 be a milestone and a marker for us all. Let us make this year count, and let us continue to create, collaborate, and shine across Scotland.

Welcome to the Creative Partnerships Conference 2025 and to your best year yet.

Emma Sithole

Emma Sithole
Co-Founder & Executive Director
Be United



SCHEDULE

10:00-10:30

EXHIBITION SPACE

DOORS OPEN

COFFEE AND TEA

10:30-11:15

ROOM 237 B + ROOM 237 C

WELCOME & INDUSTRY

PITCHES

11:15-11:45

EXHIBITION SPACE

TIME TO CONNECT

11:45-12:45

ROOM 237 B

GRANT MASTERY:

FUNDING 101

WITH EMMA SITHOLE



ROOM 237 C

SO YOU WANT TO BE

A BIG STAR

WITH COLLIN HILLS



STUDIO 2

EVERYDAY MINDFULNESS

FOR CREATIVES

WITH NATASHA IREGBU



12:45-13:45

EXHIBITION SPACE

LUNCH

KEY



PROFESSIONAL DEVELOPMENT WORKSHOPS



WELLBEING WORKSHOPS

13:45-14:40

ROOM 237 B + ROOM 237 C

FACING FINANCIAL GIANTS

WITH TYNAH MATEMBE



STUDIO 2

**KEEPING YOURSELF WELL:
RACIAL TRAUMA AND SELF CARE**

WITH ELLIE MUNIANDY



14:40-14:45

BREAK

14:45-15:45

ROOM 237 B

**YOU'RE A BRAND,
OWN IT!**

WITH SERENA PIOTTO



ROOM 237 C

**RESILIENCE AND
SUSTAINABLE CREATIVE
PRACTICES: BREAKING
YOUR CREATIVE CEILING**

WITH MONIKA NAVICKAITĖ



STUDIO 2

LISTENING WITH YOUR BODY

WITH ASHANTI HARRIS



15:45-16:00

BREAK

16:00-17:00

ROOM 237 B + ROOM 237 C

- **A KEYNOTE CONVERSATION WITH EUNICE OLUMIDE**
- **CLOSING SPEECH**

KEY



PROFESSIONAL DEVELOPMENT WORKSHOPS



WELLBEING WORKSHOPS

Creative Partnerships

Conference 2025

PROGRAMME



10:30-11:15



Welcome & Industry Pitches

The Welcome & Industry Pitches session at the start of the conference is your chance to discover exciting opportunities, resources, and industry insights from key players supporting creative professionals like you.

In just a few minutes each, our sponsors and partners will share how they can help you thrive—from training and funding to industry connections and career development.

WHO'S PITCHING?

BECTU Vision – A skills hub supporting film and television freelancers by providing training and industry development initiatives to make Scotland's productions safer, fairer, and greener. BECTU Vision is funded by Screen Scotland, BFI, BBC, and Scottish Union Learning, in partnership with BECTU.

NFTS Scotland – delivers a wide range of the National Film and Television School's world-class training courses from their base in Scotland. In addition, they also run the Sean Connery Talent Lab which is currently recruiting for its second cohort.

Musicians' Union – is the UK trade union for all musicians, representing over 35,000 musicians across the UK working in all sectors of the music business. As well as negotiating on behalf of members with all the major employers in the industry, they offer a range of support services for musicians.



Welcome & Industry Pitches

The List – is a multi-award-winning free arts, culture and events magazine that has been helping Glasgow and Edinburgh residents ‘get a life’ since 1985 and offers the UK’s largest events website. After nearly closing its doors in 2020 due to the pandemic, the magazine fully relaunched in March 2022 under the newly formed List Publishing Ltd, thanks to new investment and a successful crowdfunding campaign. It continues to grow its events arm with ListLive, The List Festival Awards and the award-nominated List Festival Party and Hot 100 events.

UP2STNDRD – is a Production House that amplifies emerging talent through innovative media platforms and immersive development programmes. Held in their Recording Studio, their “Be The Standard” writing camp series connects artists across local and international scenes, driving creative collaboration and professional growth.

Money MatiX – MoneyMatiX is a purpose-driven company dedicated to improving people’s financial literacy, inclusion, and well-being. Their personalised money coaching and financial education programmes are designed to help you take control, build better money habits, and create lasting financial stability.

James McCune Smith PhD Scholarship Programme – the James McCune Smith Scholarships fund Black UK domiciled students to undertake PhD research at the University of Glasgow in any research area in which they can offer supervision. The programme provides an enhanced experience through external mentors, placements, leadership training, community-building activities and networking opportunities.



11:15-11:45



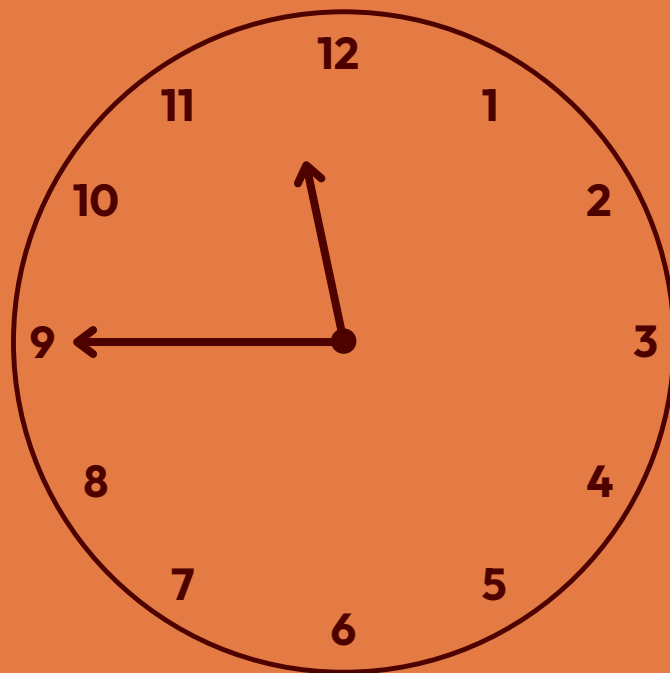
Time to Connect

Creative practice thrives on connection, and this is your dedicated moment to engage, exchange ideas, and spark new collaborations.

Take this time to meet fellow creatives and explore the exhibitor stalls hosted by our valued sponsors and partners.



11:45-12:45



Professional Development

Grant Mastery: Funding 101

with Emma Sithole



Dive into the world of funding with an interactive one-hour workshop, Grant Mastery: Funding 101. Tailored for beginners and those new to the funding landscape, this session will help you:

- Grasp the Basics of funding.
- Start to Plan Your Project.
- Boost Your Funding Chances.

This workshop is perfect for anyone ready to take the first steps toward funding success. It's an excellent introduction to the sometimes 'overwhelming and complex' world of funding.

[CLICK TO DOWNLOAD THE WORKSHOP BOOKLET](#)

EMMA SITHOLE is a creative arts leader with 17 years of experience. She is the Founder and Executive Director of Be United, which advocates for, nurtures, and champions Black talent in Scotland. Emma is deeply committed to creating equity in the creative sector and has a personal interest in money management and finance. In 2022, she established Get Creative Consultancy (GCC), through which she supports female founders and creatives to accelerate their careers. She has secured over £1.2 million pounds of grant funding throughout her career and in the past 2 years with GCC has helped creatives access £50,000 of grant funding.



<https://getcreativeconsultancy.co.uk/>



[@ema.lush](https://www.instagram.com/ema.lush)



Professional Development

So You Want To Be A Big Star? Skills For Success with Collin Hills



Ready to take your music career to the next level? Whether you're an emerging artist or looking to refine your craft, this dynamic workshop is designed to equip you with the tools, knowledge and confidence to thrive in the music industry.

We'll be covering everything from building resilience and managing the ups and downs of the creative journey, to practical strategies like bringing new audiences to your gigs and finding exciting opportunities. Discover how to build a strong team around you, explore collaboration opportunities and unlock the secrets of PRS to make sure you're getting paid what you deserve.

Whether you're looking to fine-tune your skills, expand your network or simply stay inspired, this workshop is for you.

COLLIN HILLS is the Creative Director at Be United and has dedicated his career to promoting the arts and culture of Black and African-Caribbean communities in the UK. With a career spanning over two decades in the creative industry, he is a filmmaker, musician, writer, and photographer who has harnessed his creative talents to inspire and empower others. Collin is passionate about advocating for the Black community wherever he is based and has played a vital role in creating vibrant artistic communities, ensuring that the voices of Black creatives are heard and celebrated. Collin is also a Trustee at Music for Youth, one of the UK's largest youth charities.



[@jazamacreations](https://www.instagram.com/jazamacreations)





Wellbeing

Everyday Mindfulness for Creatives

with Natasha Iregbu

Explore ways to support your mental wellbeing through mindfulness practices and discussions. You'll have the chance to reflect upon what looking after your mental wellbeing means to you and discover practical tools to support you to manage stress and feel grounded.

NATASHA IREGBU (she/her) is an Author, Yoga Teacher and Mindfulness Coach. She is passionate about increasing diversity and inclusion in the wellness space. She uses her diverse experience to create inclusive offerings to help individuals and families reduce stress and look after their mental wellbeing.



<https://www.butterfly-minds.co.uk/>



[@butterfly_minds](https://www.instagram.com/butterfly_minds)



12:45-13:45



LUNCH

We are delighted to provide a delicious meal for all attendees, prepared by Soul Food Sisters!

Upon arrival, you will receive a food token, which you will use to collect your meal during the lunch break.

🌱 **Vegan and Gluten-Free Meals:** If you require a vegan or gluten-free meal, marked tokens will be available to guarantee you receive one.

⚠️ **Allergen information:** Full allergen details will be available at the info desk, so please check the details if you have any dietary concerns.

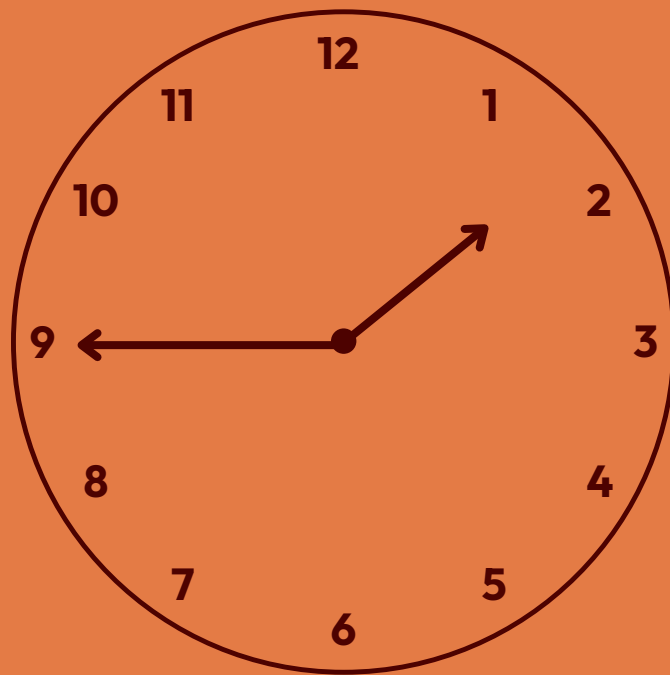
Enjoy your meal and the opportunity to connect with fellow attendees over great food!



<http://www.soulfoodsisters.org/>



13:45-14:40





Professional Development

Facing Financial Giants

with Tynah Matembe

"Facing Financial Giants" is a transformative, hands-on workshop designed to empower participants to identify, confront, and overcome their most significant financial challenges. This engaging session demystifies intimidating money issues such as debt, budgeting, saving and investing by breaking them down into achievable, actionable goals. An interactive session where participants will uncover their personal "financial giants" and gain practical strategies to defeat them with fun activities in a supportive space to share insights, exchange ideas and build confidence. Attendees will also receive a financial roadmap, equipping them with clear steps to tackle their unique challenges. Participants will leave equipped as Financial Giant Slayers with a comprehensive plan to keep them on track long after the session ends.

TYNAH MATEMBE is an award-winning entrepreneur, financial coach, and CEO of MoneyMatix, a pioneering platform advancing inclusive financial education and wellbeing. She is a thought leader and financial expert who blends innovation and expertise to empower individuals, families, and communities to build financial resilience. Tynah is a Money Expert on the BBC Saving Clinic, host of the Grow Your Money podcast, and a campaigner for fair banking, having authored several publications including The Financial Inclusion Manifesto. She also hosts Youth Money Camps, transforming young lives across the UK. With her track record of delivering impactful programmes and her passion for creating generational growth, Tynah is a trusted voice for those seeking practical solutions to navigate their financial journeys.



<https://www.moneymatix.com/>



[@moneymatix](https://www.instagram.com/moneymatix)





Wellbeing

Keeping yourself well: Racial trauma and self-care

with Ellie Muniandy

This workshop will explore how people of colour keep themselves mentally well. We will be exploring the topic of racial trauma, what does it mean, how does it manifest. We will go on to think about what can we do to support ourselves and each other, by taking a critical look at the concept of self care. This workshop will be reflective and discussion based, it is an opportunity to think about and chat with each other.

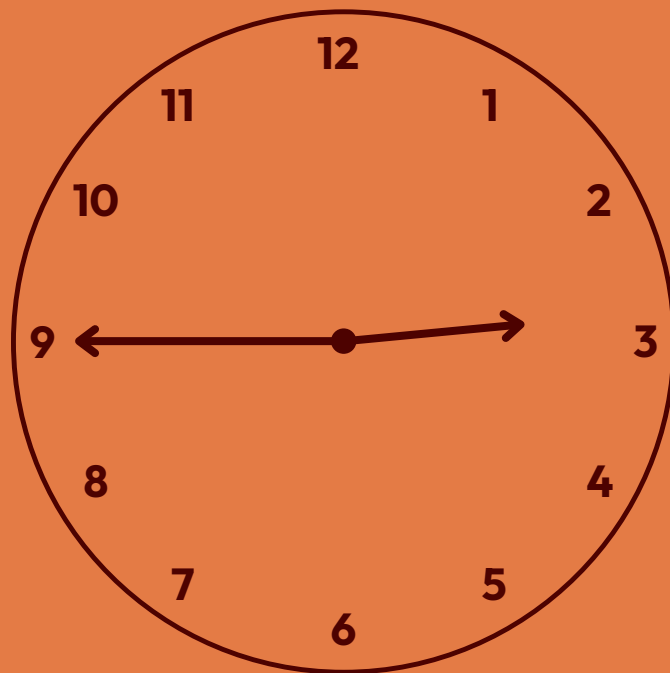
ELLIE MUNIANDY is an anti-oppression queer POC therapist, trainer and facilitator. They specialise in racial trauma and provide training and facilitation to a range of organisations and offer therapy to people of colour.



<https://www.baatn.org.uk/find-a-psych-therapist/#!/biz/id/597aaf9a07ac80e25d14a990>



14:45-15:45



Professional Development

YOU'RE A BRAND, OWN IT!

with Serena Piotto



Whether you are aware of it or not, you have a brand, we all do - and it is time to own it.

Being more conscious of your personal brand can help take you forward in your creative journey. In this session, we will look at the basics of branding and how you could be aligning your personal brand with your values and aspirations.

The aim of this session is to get you thinking about your digital footprint, and how your brand is reflecting who you are and where you want to be. How do you want your story to be shaped and how can you be in charge of it?

SERENA PIOTTO is a digital producer and creative freelancer with seven years of experience across branding, events, and broadcast. She is adaptable to any environment and constantly seeks projects that challenge her creativity. As a digital producer, she collaborates with organisations to develop brands and create content. After years in community radio, she now coaches international stations. No matter the size of the project, community and representation are central to everything she does.



[@blueberrymeninskirts](https://www.instagram.com/blueberrymeninskirts)



Wellbeing

Resilience and Sustainable Creative Practices: Breaking Your Creative Ceiling with Monika Navickaitė



In this workshop, you'll explore how to build the mental resilience and sustainable practices needed to thrive in the ever-evolving creative industries. This session is designed to help you identify and reflect on the internal barriers that may be holding you back as a creative.

Join a conversation focused on navigating and conquering creative fears, setting clear boundaries, and learning when to say yes and when to say no. You'll gain actionable tools for prioritising your goals, aligning your values with your creative practice, and creating an environment—and mindset—that supports your long-term vision.

MONIKA NAVICKAITĖ is an award-winning Lithuanian film writer-director and film critic, actively contributing to the Curatorial, Media, and Communications sectors within the creative industries in Scotland and Lithuania. As Co-director of the ShortScape Film Festival, Monika plays a pivotal role in fostering platforms for independent filmmakers. She also leads Media and Communications at Be United, where she mentors emerging talent and develops impactful communications campaigns that amplify underrepresented voices. With over nine years of experience as a practising creative, Monika brings a deep understanding of resilience and sustainability to her work, offering insights into navigating and thriving in the dynamic creative industries.



<https://www.navickaite.com/>



@vaivorupyragas



Wellbeing

Listening with the Body

with Ashanti Harris



Your body is an infinite archive of memory, experience and knowledge. This workshop is an invitation to explore and redefine our relationship to our bodies and the environments we move through.

You will be guided through a series of body awareness exercises, inviting you to tune in to the space around you by thinking about how your body feels as you are moving through it. You are encouraged to follow feeling rather than any kind of style or technique. There is no wrong way to do this. Your responses to each exercise are uniquely yours. We invite you to activate all of your senses, both internal and external, listening with your whole body.

Please wear clothes suitable for movement.

ASHANTI HARRIS is a multidisciplinary artist, researcher and lecturer based in Glasgow, Scotland. Working between dance, performance, facilitation, sound, installation and writing, Ashanti's work disrupts dominant historical narratives and reimagines them from a Caribbean diasporic perspective. Ashanti is the 2024 recipient of the John Florent Stone Fellowship at Edinburgh College of Art; co-founder of Project X – a community interest company platforming dance of the African and Caribbean diaspora in Scotland; and Research Advisor for Body Remedy – a [forming] ecology centring the experiences of black people and people of colour who identify as women and/or non-binary.



<https://www.ashantiharris.com/>



[@ashantisharda](https://www.instagram.com/ashantisharda)



16:00-17:00





Keynote Conversation

Q & A

with Dr. Eunice Olumide MBE

We are thrilled to welcome Dr. Eunice Olumide MBE as a Keynote Speaker at Creative Partnerships Conference 2025.

Born in Edinburgh and recognised as Scotland's first Black supermodel, Eunice has graced global campaigns, top fashion weeks, and publications including Vogue, ELLE, and Harper's Bazaar. Beyond fashion, she is a V&A Design Champion, sustainability activist, and DEI consultant, working with Livia Firth, Dame Vivienne Westwood, and Emma Thompson.

Awarded an MBE for services to broadcasting, charity, and the arts, she is the founder of Olumide Galleries and has curated over 30 exhibitions, as well as worked with esteemed auction houses including Christie's, Bonhams, and the Tate Modern.

An esteemed public speaker, she has challenged and shaped the landscape of the United Kingdom, speaking at the Houses of Parliament and creating educational content for 20,000+ schools.

 [@euniceolumide](https://www.instagram.com/euniceolumide)

Don't miss the chance to hear Dr. Olumide's inspiring insights on creativity and driving meaningful change in the creative industries!



Event & Keynote Host

Kassana Garraway

KASSANA GARRAWAY is a creative strategist with a passion for fashion, storytelling, and mentorship. As Business Development Manager at Be United, she specialises in forging meaningful relationships and driving innovative strategies. With a background in digital communications, costume design, and styling, she seamlessly blends creativity with business acumen to craft impactful narratives.



[@ka.ss](#)



ACCESSIBILITY

At Be United, we are committed to making the Creative Partnerships Conference 2025 as inclusive and accessible as possible for all attendees.

ACCESS LIASON

To ensure all attendees feel supported, a dedicated Access Liaison will be available throughout the event to assist with any accessibility needs. They will be introduced at the start of the conference. If you would like to connect with the Access Liaison, please visit the Registration Desk upon arrival.

GETTING TO THE VENUE

The conference will take place at the Advanced Research Centre (ARC), University of Glasgow. For transport information, [click here](#).

For detailed accessibility information about the venue, including step-free access, lifts, accessible toilets, and other provisions, please click the button below:

[ARC ACCESSIBILITY INFORMATION](#)

SENSORY RESOURCES

For attendees who may benefit from sensory support, we offer various sensory resources, such as:

- 2 x Ear defenders to help reduce noise levels
- 2 x Tinted glasses for light sensitivity
- 25+ Fidget toys and logic puzzles to support focus and relaxation

If you would like to borrow any of the above items for the duration of the conference, please contact the Access Liaison on the day of the event or put in your request at the Registration Desk.

If you require any additional support, please email us at info@be-united.org.uk in advance, and we will do our best to accommodate your needs.





SUSTAINABILITY

SIP, REFILL, REPEAT: JOIN US IN REDUCING WASTE

We're committed to making this conference as sustainable as possible, and we need your help!

We strongly encourage all attendees to bring their own keep cups for teas and coffees, as well as refillable water bottles to make use of the venue's convenient water refill station. By doing this, you'll be helping us significantly reduce single-use waste and minimize our environmental footprint. Small choices like these can collectively make a big impact - we thank you in advance!

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