

CREATIVITY IN THE ALGORITHMIC AGE



SXSW/L LONDON

KEY SPEAKER QUOTES



"My best campaigns with brands are when they give us full carte blanche to do whatever we want"

Big John
Creator

"For the most part, you're not on LinkedIn because you're trying to distract yourself. You're there to be productive. So if your content can help somebody grow in their career, advance, learn, that's what success [on the platform] tends to be"

Katie Carroll
Director, Editorial &
Product Strategy
LinkedIn



"We've always wanted to learn, and I think when social media came and all of the digital side of our business came along, we weren't skeptical. We just wanted to kind of dive in feet first"

Ant & Dec
Co-Founders
Mitre Studios



SPEAKERS TO LOOK OUT FOR

Mohammed El-Kurd
Writer, Poet, Journalist, and
Organiser

The Nation's first-ever Palestine Correspondent and editor-at-large at Mondoweiss, the recipient of numerous honors and awards, and the author of the highly-acclaimed poetry collection *Rifqa*, which has been translated into several languages. His non-fiction debut, *Perfect Victims and the Politics of Appeal* was published by Haymarket Books in February 2025.



Matt Shea
Journalist, Presenter, Writer
and Documentary Filmmaker

A journalist, presenter, writer and documentary filmmaker whose work for Channel 4, VICE and the BBC has been viewed more than 150 million times. In 2023, Matt broke one of the year's biggest stories with his Emmy-nominated BBC documentary *The Dangerous Rise of Andrew Tate*.

Sophia Smith Galer
Journalist, Author, and Creator

An award-winning journalist and the author of *How To Kill A Language*. She writes and broadcasts about language, technology and culture and her content has been viewed more than 200 million times. Following a career at the BBC and VICE News, Sophia pioneered vertical video journalism in the UK and now runs a social media consultancy called Viralect.

