



# TIME

[Business of Creativity](#)

## Watch It Live: The 2013 Creativity Conference

By [TIME Staff](#) April 26, 2013

On April 26, in a one-of-a-kind event, the Motion Picture Association of America (MPAA) is convening leaders from the world of politics, media, business and government to engage in a direct dialogue about the role creativity plays in our economy and in creating the workforce of the future. The Creativity Conference will bring together many of the most important artists and innovators of our time from all parts of society for a mediated conversation about spurring growth and opportunity based on creativity.

Panelists and speakers include President Bill Clinton, TIME Managing Editor Rick Stengel, film studio executive Harvey Weinstein, House majority leader Eric Cantor, and the chairman and CEO of the MPAA Chris Dodd. They will discuss questions that are fundamental to the future of the country—from the push to develop environments that inspire creativity to how our leaders can harness the power of a workforce that is moving from industrial manufacturing to the tapping of the creative mind.

This year's event is presented in partnership with TIME and Microsoft. TIME.com is live streaming the conference here beginning at 9 a.m. on Friday, April 26. You can also follow the event on Twitter [@Creativity\\_Con](#) [#CreativityCon](#)

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Additional speakers and moderators include:

Steven Bathiche, Dir. of Research, Applied Sciences Group, Microsoft

Richard Florida, Ph.D, Founder, Creative Class Group

Fred Humphries, VP, U.S. Government Affairs, Microsoft

Walter Isaacson, President and CEO, The Aspen Institute

Paula Kerger, President and CEO, PBS

Ted Leonsis, Chmn. & CEO, Monumental Sports & Entertainment;

Hadi Partovi, Founder, [Code.org](https://code.org)

Richard Plepler, Chief Executive Officer, HBO

Mitch Singer, Chief Digital Strategy Officer, Sony Pictures

Benh Zeitlin, Director, “Beasts of the Southern Wild”