

# BUILDING SUSTAINABLE GROWTH IN CREATOR-LED CONTENT ROUNDTABLES

In partnership with **we are era**

Tuesday 24 February 2026 | 14.45 - 15.45  
Lancaster Ballroom, The Savoy Hotel, London

## Overview

Join an expert-led roundtable exploring the creative and commercial growth of creator-led content, partnership, and monetization model.

This roundtable format is designed so that each table is hosted by a carefully selected expert, leading discussions around predefined themes & insights.

Participants joining this peer-to-peer exchange are invited to review the different hosts and share with us their expectations and objectives.

## Agenda

14:30 – 14:45

Doors Open / Welcome Coffee (Please arrive early)

14:45– 14:55

Introduction & Industry Snapshot

14:55– 15:45

Table Discussions

## Table Leaders & Topics

Table 1 - From signals to stories: How psychographic data unlocks new audiences



Björn Rohwer  
Head of Data & AI, We Are Era

Table 2 - Brands as Storytellers: Brand Integration in Longform Content



Kristina Petrova  
VP Platform Operations and Digital Rights, We Are Era

Table 3 - Talent Management in the era of Creator Economy



Esmée Verbot  
Head of Talent, New Kith by We Are Era

Table 4 - Brands as co-producers in the Creator Economy



Sam Ewen  
Head of Entertainment, After Party Studios

Table 5 - Why and how creator-led formats work



Bronagh Monahan  
Co-Founder, MonRae Management

Table 6 - Title to be announced



Emi Geddes  
EMEA Acquisitions Lead, Patreon

Table 7 - From Creator to Brand: Building Scalable IP



Helen O'Donnell  
Director of Development, TalentWorks, BBC Studios

Table 8 - Unlocking Value in FAST & Streaming Through Creator-Led Content



Jonathan Shrank  
VP, Streaming & Content Partnerships, TheSoul Group

Table 9 - Title to be announced



Dom Smales  
Co-Founder of GloMotion Studios

## Session Format

The Summit is structured around **10 themed roundtables (10x10 format)** to encourage focused, high-value dialogue.

The session opens with a data-driven industry snapshot, setting the context with key market insights and trends. This is followed by expert-led roundtable conversations, each hosted by a handpicked Table Leader.

When accredited participants sign up through the **application form**, they will indicate their preferred table, and assignments are made to best match their interests and objectives.

Table Leaders may share the Summit registration link with selected members of their network (clients, partners or strategic contacts they wish to invite).

Invited participants must be **accredited to MIP LONDON** to sign-up.