



WHY CURIOSITY MATTERS

Over fifty Soho Media Club members from diverse backgrounds came together for an evening of conversation, connections and inspiration at Soho Media Club's September meetup at Halo Post

**THE BUSINESS BENEFITS OF
BEING CURIOUS**

**CURIOSITY HELPS STORIES
COME TO LIFE**

**CURIOSITY TO DRIVE A
OUTCOME FOR OTHERS**

Resident host, Muki Kulhan, CEO, Muki International chatted to guest speakers Tom Griffiths, Director of Technology, Operations & Distribution Platforms, ITV; Siobhan Daly, Entertainment Producer & Artistic Director; John Rogerson, Founder & CEO, Halo Post; James RM Hunt, CEO & Founder, Dog & Duck Films



IN THIS ISSUE

THE BUSINESS BENEFITS OF BEING CURIOUS

ITV's Tom Griffiths spoke about the speed at which technology is disrupting the media landscape and the business benefits of being curious at this fascinating time.

CURIOSITY HELPS STORIES COME TO LIFE

When asked why curiosity is so important, Artistic Director, Siobhan Daly and documentary maker, James RM Hunt spoke passionately the role curiosity has to play in storytelling.

CURIOSITY TO DRIVE A OUTCOME FOR OTHERS

For John Rogerson curiosity is about always asking yourself, 'What if...?' John stated, "My obsession is, how can we do things better, how can get an edge? There is a formula that is better than the one we are using at the moment. What is that?"

ABOUT SOHO MEDIA CLUB:

Soho Media Club is a members network for anyone in media, film & tv production, post-production and distribution. Our monthly meetups are designed to connect people and inspire collaboration in the industry.





THE BUSINESS BENEFITS OF BEING CURIOUS

By Jaisica Lapsiwala
Co-Founder Soho Media Club

Photographer: Russ Gostelow
Ddesign by: Tom Witkowski

Resident host, **Muki Kulhan**, CEO, Muki International chatted to guest speakers **Tom Griffiths**, Director of Technology, Operations & Distribution Platforms, ITV; **Siobhan Daly**, Entertainment Producer & Artistic Director; **John Rogerson**, Founder & CEO, Halo Post and **James RM Hunt**, CEO & Founder, Dog & Duck Films who shared stories of their career paths, opened up about the challenges they've faced along the way and discussed what keeps them on the cusp of curiosity...

ITV's **Tom Griffiths** spoke about the speed at which technology is disrupting the media landscape and the business benefits of being curious at this fascinating time. He stated, "Change is inevitable - try to be curious and open to what it can bring. It's often unsettling and human nature makes many of us fearful and resistant to it, but it can open up new opportunities and experiences if we allow ourselves to venture into the unfamiliar. Changing our established patterns, learning new skills and working with people who have a very different approach to what is familiar takes effort, yet persevering is so worth it!"





CURIOSITY HELPS STORIES COME TO LIFE

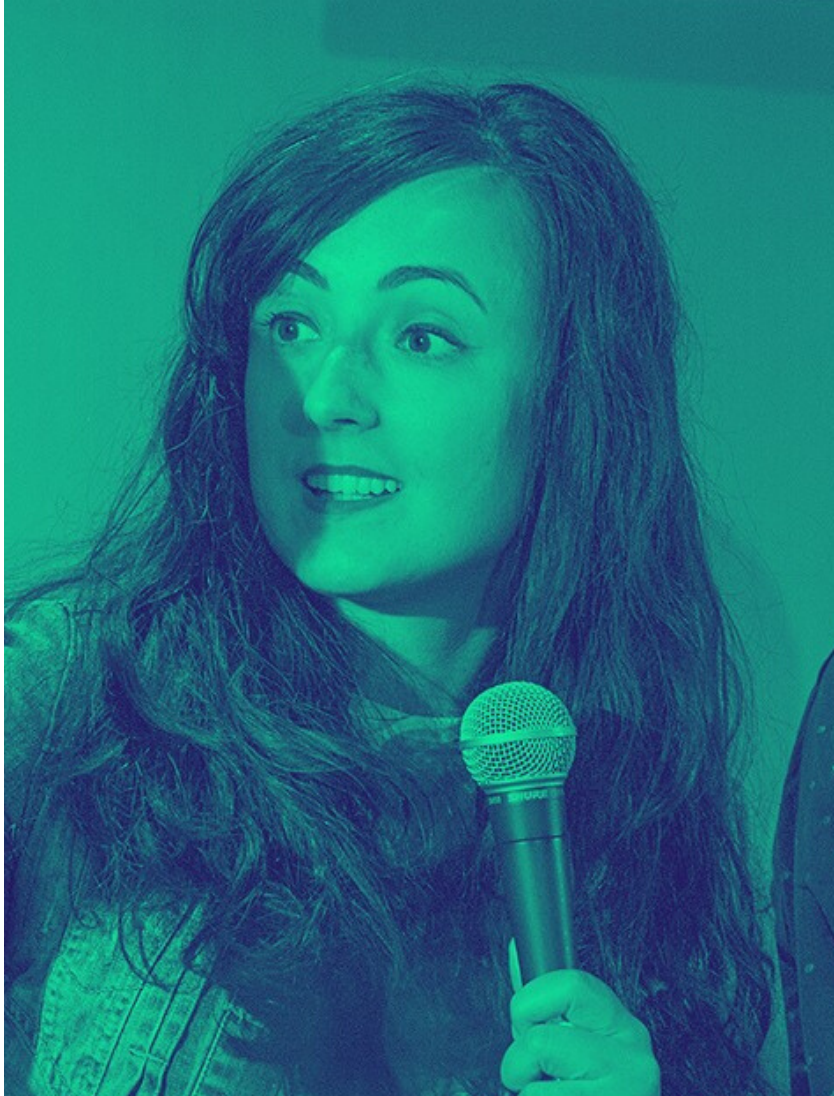
When asked why curiosity is so important, Artistic Director, Siobhan Daly and documentary maker, James RM Hunt spoke passionately the role curiosity has to play in storytelling.

James RM Hunt said "For me and my craft, it's important to look back in order to look forward for good storytelling. You can have the biggest budget, all the toys, but if the story's not good, it ain't good. It all goes back to verbal history and back to when we were primitive human beings and it's all about the story". James added, "Learning about new subjects is important because when we approach a subject we don't know about in a different way, it makes it interesting and you will get different results"



NATURAL IMPULSE

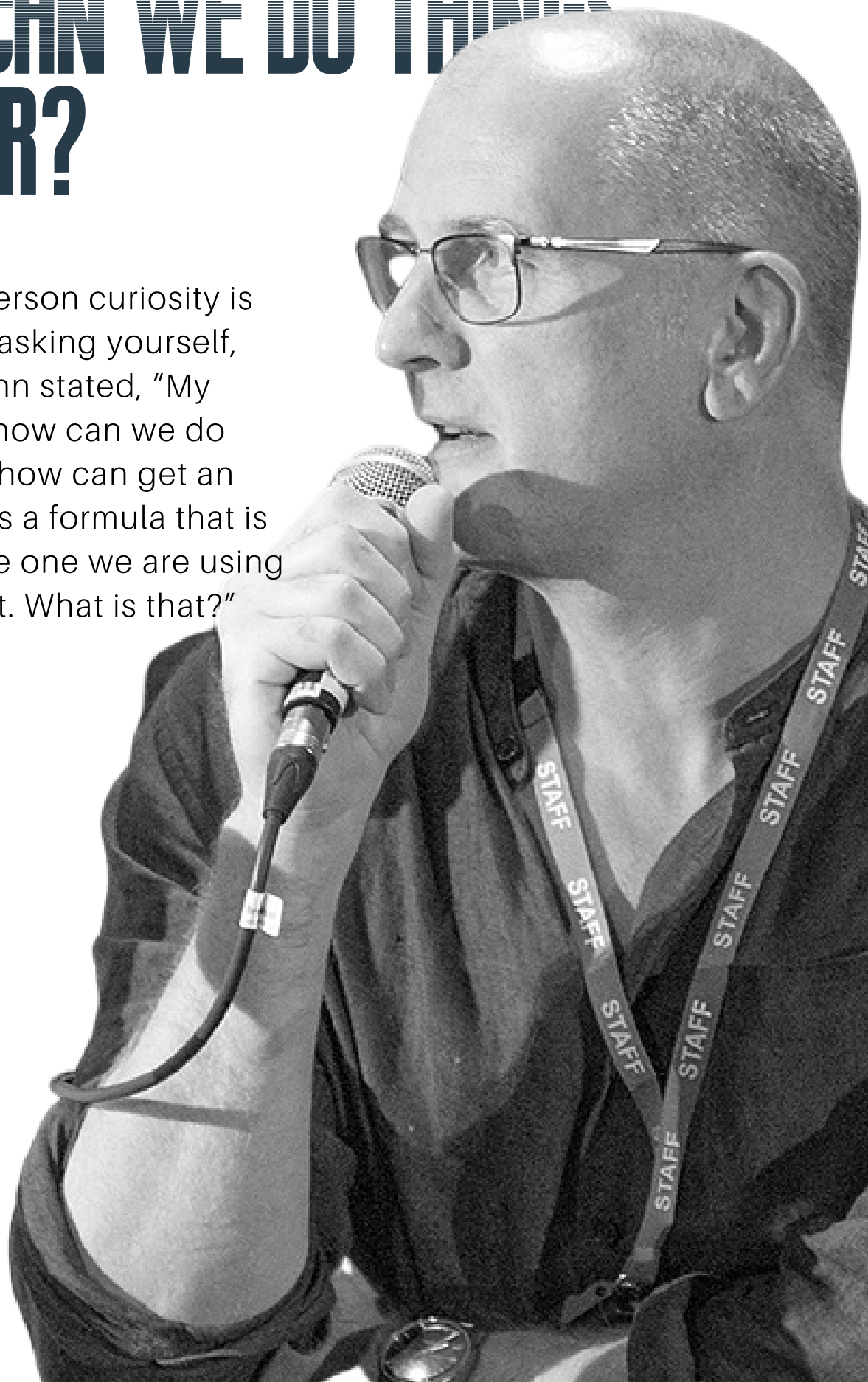
Artistic Director, **Siobhan Daly** doesn't take anything at face value and spoke about about her natural impulse to seek new information from human interaction and from reading books to cultivate and inspire her thinking.



"Be fascinated about the world we live in. Being interested in people and different perspectives helps with great storytelling. We can learn so much empathy through story. Think about where a lot of us learn about the world nowadays, and you'll find that TV has a big part to play in this. We see stories represented on TV all the time, from domestic violence to coercive control, people are learning about these things from TV."

MY OBSESSION IS, HOW CAN WE DO THINGS BETTER?

For John Rogerson curiosity is about always asking yourself, 'What if...?' John stated, "My obsession is, how can we do things better, how can get an edge? There is a formula that is better than the one we are using at the moment. What is that?"



CURIOSITY TO DRIVE A BETTER OUTCOME FOR OTHERS

John's obsession for striving for a better way of doing things led him to focus on new talent and he recently decided to use his network of sound professionals across the UK and America to conduct research on how they got into the industry and what they look for in new talent and use this insight to help young talent looking to get into the industry.

John stated, "I feel really fortunate to have had the success I've had. I remember standing on the outside looking in, unsure how to get a break. I hate the idea that talented kids can't get a foot up in this industry - so if I have a mission, it is to open doors and help create opportunities"

The power of curiosity manifests itself in many different ways and the benefits are endless. When our curiosity is triggered, we think more deeply and rationally about decisions and come up with more-creative solutions.



ISSUE NO. 03

SEPTEMBER 2019

£FREE

SOHO MEDIA CLUB

WWW.SOHOMEDIACLUB.COM



The Soho Media Club inspires collaboration in the media production, post-production and distribution community. Our club nights bring together passionate people with stories to share.



LISTEN PODCAST



SEE SHORT CLIP



SEE PHOTOS