



Hello!

- As Managing Director of Badger & Combes, Colin embodies a unique blend of creativity and unwavering commitment to fostering an environment where dedication thrives, and excellence becomes the norm.
- With a distinguished career spanning over 20 years in the digital & media landscape, Colin leads a team of versatile and innovative professionals committed to setting new benchmarks in media production and marketing. He nurtures and empowers his team, providing opportunities and experiences to the next generation of digital creatives.
- His mission is to use passion and creativity to produce engaging and emotive content that meets the needs and expectations of his clients and their audiences.



Contents

Some of the key topics Colin can talk about with fluency and real lived experiences, are as follows:

INDUSTRY AND BUSINESS

- Talent Pipeline to Industry
- Digital Creativity and Future Technologies in Media
- Future Media Consumption Habits & Behaviours
- Video Marketing Methods and Using Data
- Data, AI and Society in the Creative Industries

PERSONAL, GROWTH & DEVELOPMENT

- Going Back into Education as a Mature Student
- Developing & Growing a Media Business during Covid
- Delivery and Directing of United we Stream
- Mental Competency to keep driving forward
- Coaching and Development of Young Talent



Badger & Combes is a fantastic addition to MediaCityUK and their ethos of creating opportunity founder and post-graduates within a highly competitive industry is to be commended.

It is extremely important that we continue to attract, support and retain the best creative talent here in MediaCityUK and Badger & Combes are a fantastic example of this. They are fast becoming one of the most 'in demand' production partners and we are very excited to support their growth at MediaCityUK and see what they go on to accomplish."

Stephen Wild, Managing Director, MediaCityUK

“He is enthusiastic, creative and energetic in meeting clients' needs by listening to them and giving them what they want, not what others think that clients want. He is full of ideas and has the commitment to deliver.

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INDUSTRY AND BUSINESS

Talent Pipeline to Industry

- Leads a high performing digital team of young bright talent.
- Instrumental in creating a pipeline between academia and industry for established university & partners.
- Pivotal in enabling a robust talent pathway into the ecosystem at MediaCityUK.
- Engages with all levels of talent, regardless of experience, making sure that key fundamentals of learning development are realised.
- Digital skills gap and aligning talent to be industry ready.
- Partnerships and key development relationships with industry players.
- Understands the nuance of youth culture in the workplace.

INDUSTRY AND BUSINESS

Digital Creativity and Future Technologies in Media

- Operates at the heart of the key digital centre for the North, that is MediaCityUK.
- Creates content for the digital space.
- Object Based Media Methodologies.
- Immersive media experiences.
- Bringing clients' creative needs to the digital space.
- Video Marketing Methods and Using Data.
- "Data is not a dirty word"





INDUSTRY AND BUSINESS

Future Media Consumption Habits & Behaviours

- Context and history of alternative media theory.
- Fanzines, pirate radio subculture and Brandalism.
- Understands current and future media consumptions habits.
- Branched Narratives & Bespoke media experiences.
- How generations and their access to technology drives consumption.
- How brands succeed and fail in creating tangible, realistic emotive connections.
- Data, AI and Society in the Creative Industries.

PERSONAL, GROWTH & DEVELOPMENT

Going Back into Education as a Mature Student

- Re-entered education at 38.
- Age gap between learning and development.
- Able to bridge the generational understanding.
- Found that vocational, passionate cohort of students shared the same drive.
- Tips and tricks to motivate young bright talent.
- Coaching and Staff Development of Young Talent.





PERSONAL, GROWTH & DEVELOPMENT

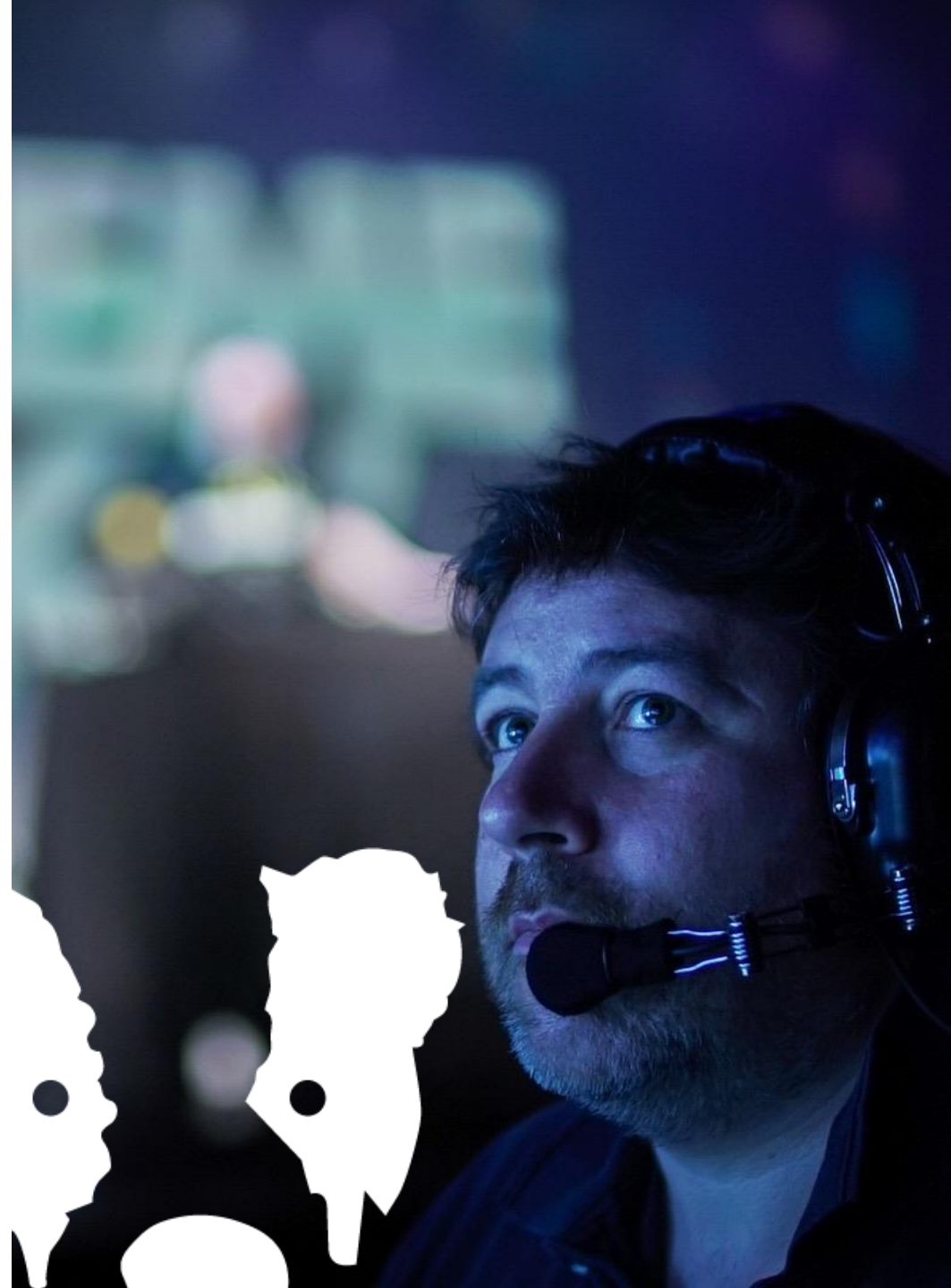
Developing and Growing a Media Business during Covid

- Creating a business during a difficult time for the industry.
- Understanding key opportunities and how to create the team to help deliver them.
- The battles of emotion in business vs concise decision making.
- Management style – **Badger OIL** – Ownership, Intent and Leadership.
- Mental Competency to keep driving forward.

PERSONAL, GROWTH & DEVELOPMENT

Digital delivery and Directing of United We Stream

- Working across global teams remotely.
- Starting with a small team of 4 at Badger & Combes.
- Working with culture team at GMCA.
- Pushing the Digital Creative opportunities.
- Produced over 308 Hours of original content.
- Over 20 million views.
- Creative platform for over 400 artists and cultural organisations.
- Exploiting technologies and software in a way that facilitated easy to adapt workflows.
- Supported the huge mental health dilemma the arts and cultural industries were facing by not being able to perform and create.





Other things of note

- Coached rugby at various – Orrell and Cheshire U21s.
- Was in an advert for toothpaste in France at 8 years of age.
- Is going to swim the Manchester Ship Canal from Liverpool to Media City.
- Lived in Hong Kong, Germany, Singapore as a Child.
- Went to a boarding school and hated every moment.
- Used to work as a doorman in the 90's.
- Has DJ'd in various venues in and around Manchester.
- Had to rebuild his house after a car crashed into it the day after he exchanged keys.
- Supports Irish rugby.
- Spent one day working at the McVities Factory, ate loads of Penguins.





Together we create greatness

Thank You

@badgerMCR

jas@bcombes.com

[linkedin.com/in/colinmckevitt](https://www.linkedin.com/in/colinmckevitt)

0161 713 3700

