

CWA20



MOORE Kingston Smith CREATIVE VISION AWARD



Lewis More O'Ferrall

Co-Chairman of the Advertising Producers Association (APA)

Lewis' extensive career in the industry saw him start as a runner and progress to being an assistant director on movies and documentaries, then a production manager and producer on commercials.

He then owned several key London production houses which received a number of major awards from the world's finest festivals.

He is currently co-Chairman of the Advertising Producers Association, which represents the interests of production companies, post production, VFX, music and editing companies making commercials and advertising content.

The APA's prime objective is to create the best possible business environment in which its members can operate.



Sofronis Efstathiou

Principal Academic | BFX Festival Director

Joint MA in 3D Computer Animation Programme Leader at Bournemouth University

Sofronis balances his work life between the BFX Competition as Festival Director and his role as Programme Leader at the National Centre for Computer Animation (NCCA) at Bournemouth University. In 2011 the NCCA was awarded the Queen's Anniversary Prize for Higher and Further Education, in recognition of its contribution to world-leading excellence and pioneering development in computer animation. The Queen's Anniversary Prizes form part of the national honours system and are the most prestigious awards in UK education.

As well as maintaining a strong academic profile, Sofronis has worked within the animation industry for several years. He has developed credit bearing courses for Sony Computer Entertainment Europe, as a Softimage Trainer at Microsoft's Lionhead Studios and has worked as the Training Manager at Oscar and BAFTA winning studio Animal Logic in Sydney.



Peter Truckel
Director of The VFX Hub

Peter started his career as a cameraman, filming animation and VFX sequences for movies such as Blade Runner and Aliens. After 4-years of supervising visual effects and running the motion control rig at MPC in London he began to direct commercials.

Since then, he's directed over 300 commercials, the majority of which have been complex, mixed media productions and has worked all over the world, creating films and campaigns for dozens of major brands, such as Panasonic, Disney, McDonald's, BT, Renault, Kellogg's and Cadbury. His work has won many awards, including The New York Festivals, Clio, D&AD, BTAA, Monitor, Creative Circle and a Cannes Silver Lion.

Since January 2012 Peter has been working at Bournemouth University as the Director of The VFX Hub; with Sofronis Efstathiou he co-created BFX, the internationally recognised festival and competition of VFX and animation.



Sam Younger
Former CEO of Charity Commission | VSO chair

Sam Younger CBE is currently Chair of the legal services regulator CILEX Regulation, Chair of the charity Voluntary Service Overseas (VSO) and a Council member of the Advertising Standards Authority.

Previous roles have included Chief Executive of the Charity Commission for England and Wales (2010-14), Chair of the Electoral Commission (2001-08), Director General of the British Red Cross (1999-2001) and Managing Director of BBC World Service (1994-98).



Richard Davidson
Chief executive of Sarcoma UK

Richard has been working in the third sector for more than two decades, joining Sarcoma UK after eight successful years at the national blood cancer charity Anthony Nolan. Leading an 80-strong team as the charity's Director of Engagement, he was responsible for overseeing communications, fundraising and marketing, helping the charity to dramatically increase the recruitment of stem cell donors from 20,000 per year to 80,000.

Previously the Director of Policy and Public Affairs at Cancer Research UK, Richard successfully led the campaign that pushed for smoke free public spaces legislation in the UK.



Janey de Nordwall
BAFTA winning producer

Janey set up her production company Silver Films in 1996 producing commercials and content for the games and automotive industries. In 2001 she won a BAFTA for short film 'About A Girl' and was nominated for another BAFTA in 2003 for 'Talking With Angels'. She produced another four short films and, as most had strong social issues, she gifted them to charities to help them raise awareness, raise finance and to change policy.

From 2014, Janey spent over six years becoming Managing Director of the British Arrows, the most prestigious advertising awards ceremony. She produced and directed the shows and worked closely with the most talented juries and has a true understanding of what makes an award winning piece of film or animation.



Zoe Amar
Director, Zoe Amar Digital

Zoe Amar is founder and director of Zoe Amar Digital, a social enterprise and digital agency who help charities and other nonprofits lead change with confidence, developing strategies which increase their resilience, income and influence. She is also chair of The Charity Digital Code of Practice, and blogs for Third Sector and others. She is the co-author of The Charity Digital Skills Report and co-founder of the Social CEOs awards. She is a trustee of Charity Digital Trust, and a previous winner of an Inspiring Communicator award from Charitycomms.



Nicola George
Digital Coordinator, Charity Finance Group

Nicola brings 15 years of experience and passion working in the not-for-profit sector. She leads on digital at charity membership organisation Charity Finance Group and heads up the digital communications for their Gift Aid Awareness Day campaign.

Nicola enjoys helping charities to make the most out of their resources and providing a clear digital perspective so they are enabled to optimise their opportunities.



Adam Bryan
Director of Partnerships and Innovation, Institute of Fundraising

Adam is director of partnerships and raising and responsible for developing the Institute's strategic aims through organisational membership and corporate partnerships. He works closely with the UK's leading charities supporting them to make the world a better place. He also leads the work to champion innovation across the sector. Adam has a background in the media industry and has worked for a FTSE 100 media company, independently and in the voluntary sector.



Nick Brooks
Consultant, Moore Kingston Smith

Nick Brooks FCA, DChA, is a consultant for the charities sector, having headed up the NFP sector at Moore Kingston Smith before retiring. Nick has over 20 years' experience in providing audit and advisory services to the not for profit sector.

Nick is one of the leading UK advisers concerning audit, accountancy and tax for charities and schools, and writes and lectures on a wide range of charity matters.

He was among one of the first groups of practitioners to obtain the joint ICAEW and Cass Business School Diploma in Charity Accounting and is a Fellow of the Institute of Fundraising.



Anjali Kothari

Partner & Head of Education, Moore Kingston Smith

Anjali's in-depth knowledge and expertise in the critical issues facing organisations within the not-for-profit sector is supported by her having spent more than 20 years' advising to numerous education institutions and charities.

A true specialist in the education and charity sectors, and counting independent schools and academies amongst her clients, Anjali has extensive commercial experience and has also advised a number of charities on tax implications and setting up external trading activities. Her clients include a

wide variety of educational institutions and members of sector bodies such as the Independent Schools' Bursars Association and the Girls' Schools Association.

Anjali regularly provides training for finance directors, bursars and trustees for clients and non-clients through seminars, as well as regularly speaking at events. She is the former President of the Haberdashers' Aske's School for Girls' Old Girls Committee and is the current treasurer and executive member of the Charity Law Association, in addition to holding a number of other voluntary roles. Anjali also sits on Moore Kingston Smith's Executive Board.



Mark Twum-Ampofo

Partner, Moore Kingston Smith

Mark works in the West End office, taking care of clients in the media sector.

Mark has a unique skill in translating jargon in to English for the creatives he works with. He works closely with his clients specialising in tax structuring to ensure they have the best chance of receiving funding and tax credits.

Mark enjoys helping clients with people development and incentivising of staff through share option schemes, bonus structures and profit sharing arrangements. He also works closely with our corporate finance team to assist

clients who are preparing to sell their business or are planning to acquire one through inorganic growth. As well as this, Mark is an excellent strategist, providing international growth plans to his clients.