***Please include a bio and headshot for whoever is answering the questions and send to newsdesk@lbbonline.com***

**Producing Tomorrow’s Producers**

*This feature is for producers, particularly those in leadership roles (EPs, senior producers, heads of production) who are keen to develop the next generation of producers, make sure that skills and expertise are passed on, while also learning from the up-and-comers of the creator economy.*

What advice would you give to any aspiring producers or content creators hoping to make the jump into production?

What skills or emerging areas would you advise aspiring producers to learn about and educate themselves about?

What was the biggest lesson you learned when you were starting out in production - and why has that stayed with you?

When it comes to broadening access to production and improving diversity and inclusion what are your team doing to address this?

And why is it an important issue for the production community to address?

There are young people getting into production who maybe don’t see the line between professional production and the creator economy, and that may well also be the shape of things to come. What are your thoughts about that? Is there a tension between more formalised production and the ‘creator economy’ or do the two feed into each other?

If you compare your role to the role of the heads of TV/heads of production/executive producers when you first joined the industry, what do you think are the most striking or interesting changes (and what surprising things have stayed the same?)

When it comes to educating producers how does your agency like to approach this? (I know we’re always hearing about how much easier it is to educate or train oneself on tech etc, but what areas do you think producers can benefit from more directed or structured training?)

It seems that there’s an emphasis on speed and volume when it comes to content - but to where is the space for up and coming producers to learn about (and learn to appreciate) craft?

On the other side of the equation, what’s the key to retaining expertise and helping people who have been working in production for decades to develop new skills?

Clearly there is so much change, but what are the personality traits and skills that will always be in demand from producers?