

EventsEvents

Five co-located Event Summits for Events People

Tuesday 29th January 2019, London

#Events19

	CONFERENCE SUMMIT	EVENT MARKETING SUMMIT	AWARDS SUMMIT	ASSOCIATION SUMMIT	VENUE SUMMIT	
08:15-09:00	Breakfast Briefing					
09:00-09:30	Registration & Technology in action					
09:30-09:35	Welcome address and warm up					
09:35-10:05	Opening Keynote Sarah Porter, Founder, Inspired Minds #AI4Good					
10:05-10:30	International Keynote Tina Amper, Founder, Geeks on a Beach					
10:30-11:00	Networking break & klaxon & speed networking					
11:00-11:45	PANEL: Creating disruption and moving your events business up the value chain <ul style="list-style-type: none"> • Creating and selling new generation, non-event products • Building connected networks and communities • What next? • Amy Miller, Group Managing Director, Oli & Gas Council, Energy Council & Getenergy Jason Green, Co-founder & Head of Production, GreyGreen Media	Monetising your valuable data <ul style="list-style-type: none"> • What can we do with it within the existing business? • How can we create new business models and revenue streams? • What solutions can we start to offer customers? 	PANEL: How to become the market leading Awards in your sector	CASE STUDY: Creating and building a successful association conference	PANEL: Innovation and creativity in delivering client's vision Emma Howe, Sales & Events Director, Street Feast	Closed Door CEO & leader Session to 13:30 (lunch included)
11:45-11:50	Technology Update PechaKucha 20x20					
11:50-11:55	Technology Update PechaKucha 20x20					
11:55-12:05	Go to Round Tables					

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12:05-13:00	ROUND TABLES <ul style="list-style-type: none"> ■ Sponsorship sales ■ Leadership, career building and opportunities ■ Sharing ideas on delegate engagement ■ Festivalisation: why, what, how? ■ Sharing tips and ideas on conversion ■ Personalising campaigns with limited resources ■ Distributing and sharing event content using your conference advocates and influencers ■ Maximising sponsorship revenue for awards ■ Keeping it fresh, an ideas exchange for novel ways of delivering a great awards event ■ Good host, Bad host - survey results on who you can trust as your awards host ■ Marketing association events – focusing on your USP - Jennie Castro, Head of Marketing, International Bar Association- ■ Engaging your members throughout the year ■ Unique aspects of running smaller venues ■ Collaboration with competitors for mutual benefit ■ Identifying and opening up new revenue channels 					
13:00-13:30	Lunch and exhibition					
	CONFERENCE SUMMIT	EVENT MARKETING SUMMIT	AWARDS SUMMIT	ASSOCIATION SUMMIT	VENUE SUMMIT	
13:30-14:00	Table Top speed networking					
14:00-14:35	How to turn your event into a year round publishing opportunity <ul style="list-style-type: none"> • How to window content around free and pay models • Creating content going into and coming out of conferences for revenue and promotional content • Overview of subscription models and how to charge for a mixed publishing and conference offering <p>David Jenkinson, Editor-in-chief & managing director, C21 Media</p>	Email marketing in a post-GDPR World <p>Focusing back on customer preferences</p> <ul style="list-style-type: none"> • Weighing personalisation against purpose to ensure that all communication delivers value to the customer and they will welcome it in their inboxes 	How Cannes Lions responded to their audience and reinvigorated their awards	Maximising sponsorship and exhibition revenue at your events	PANEL: Social media platforms: how to use to best effect, developments for the future, ones to watch <p>Andrew White, Managing Director, Triggerfish + case studies</p>	

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14:35-15:20	<p>PANEL: How creativity is essential to enhance the conference experience</p> <ul style="list-style-type: none"> Reshaping your event for profit by doing something different Creating the wow factor Where to go for inspiration? <p>Nick Lockley, Deputy Director Conferences, PEI (Infrastructure Investor Global Summit)</p> <p>Jonjo Glynn, Venue Services Director, White Light Ltd</p> <p>Thomas Igou, Editorial Director, Copperberg</p>	<p>PANEL: Developing sustainable marketing campaigns that create communities of interest</p>	<p>PANEL: Innovation and creativity in Awards</p>	<p>PANEL: Competing effectively with Commercial conference companies</p> <p>Graham Blair, Associate Director of Education and Events, Royal College of Anaesthetists</p> <p>Chris Bancroft, Head of Conferences, National Housing Federation</p>	<p>PANEL: Innovation in food: trends, new formats, budgets, large events, do you need to play it safe?</p>	
15:20-15:45	<p>Exit Hacks for event and media companies</p> <ul style="list-style-type: none"> What are the strategic M&A drivers for the next 12 months? Insights into the national and global market for M&A in an increasingly challenging economy Impact on activity in the specialist B2B conference sector? 	<p>The world of social media platforms: developments for the future, ones to watch and how to use them more</p>	<p>Extending Awards ceremonies beyond just the business case. Becoming part of a community and adding value</p>	<p>Managing and developing a portfolio of association events</p> <p>Riad Mannan, Event Portfolio Development Manager, The IET</p>	<p>Keynote speaker</p>	
15:45-15:55	<p>TECHNOLOGY UPDATE PechaKucha 20x20</p>					
15:55-16:25	<p>Networking break & klaxon & speed networking</p>					

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16:25-17:05	Conference Summit ROUND TABLES <ul style="list-style-type: none">■ Women in Events: The Power of Networking■ Ideas for driving better delegate networking before, during and after the event■ Community building■ Google Analytics: top tips■ Using .TV channel to build and sustain engagement■ Easy wins in data analysis for small teams■ Accurately measuring impact through touch points: where do your bookings really come from?■ Building a portfolio of awards■ The effective use of content from award entries in other channels■ Running successful awards in unusual markets■ Running an association awards programme■ Working effectively with committees■ Which venue listing site and why? Sharing experiences and insight
17:10-17:30	Closing Keynote Speaker
17:30-17:35	Closing Address and final networking activity
17:35	Networking Drinks Party