

EventsEvents

Five co-located Event Summits for Events People

Tuesday 29th January 2019, London

#Events19

	CONFERENCE SUMMIT CHAIR: Colette Leong-Son, Managing Director - Events, Infopro Digital	EVENT MARKETING SUMMIT CHAIR: Ewa Campbell, Global Marketing Director, Internet Of Business	AWARDS SUMMIT CHAIR: Fergus Gregory, Group Commercial Director, The Drum	ASSOCIATION SUMMIT CHAIR: Lesley McLeod, CEO, Association for Project Safety	VENUE SUMMIT CHAIR: Shaun Hinds, Chief Executive, Manchester Central	LEADERS FORUM	
08:15-09:00	Breakfast Briefing Talking about my generation: attracting, recruiting, managing and retaining Millennials, Snowflakes, Gen Y and Gen Z in the events industry Roberta Lucca - unconventional entrepreneur, BAFTA winner and obsessive learner						
09:00-09:30	Registration & Technology in action						
09:30-09:35	Welcome address and warm up						
09:35-10:05	Opening Keynote: 0-6000 delegates in 3 years at World Summit AI • Building and maintaining momentum • Taking risks • Doing things differently Sarah Porter, Founder, Inspired Minds #AI4Good						
10:05-10:30	Industry Keynote: Insights from the UBM/Informa combination; the biggest ever merger of events companies • Why is big better: for shareholders, for customers, for the company? • Lessons learned along the way • Insights into the long term impact on the rest of the industry: will the need for more and more data create a drive for consolidation and scale? How will this affect small and medium-sized companies and the entrepreneurial nature of the industry? Richard Menzies-Gow, Director of Investor Relations, Corporate Communications & Brand, Informa PLC						
10:30-10:40	Hong Kong - Opportunities for event organisers from improved transport links and focused Government policies • High speed railway & HZM bridge reducing travelling time between mainland China and Hong Kong • Hong Kong's role in the Belt & Road initiative and within the Greater Bay Area • Government policies to advance the development of innovation and technology and to develop high-value added maritime services Ms Noel Ng, Deputy Director-General, Hong Kong Economic and Trade Office						
10.40 - 11.10	Networking break & klaxon & speed networking						
11:10-11:55	PANEL: Creating disruption and moving your events business up the value chain • Creating and selling new generation, non-event product • 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 Ashley Friedlein, CEO & Founder, Guild; Founder & President, Econsultancy Sarah Payling, Portfolio Director, Ocean Media Group	Using personas to simplify complex data • How to make sense of data from a wide array of portfolios, brands and products • Developing a taxonomy and overlaying with Personas • Improve accessibility of data to multiple marketing teams • Increase understanding and awareness as the customer profile changes Ian Rutherford, Managing Director, Wyvern DM Ltd Ned Stratton, Database Manager, GovNet	How to become the market leading Awards in your sector Lorraine Barnes Burton, CEO, British Travel Awards Amanda Murray, Managing Director, Max Live Events Anke Wallace, Head of Event Operations, Business Intelligence, Informa	PANEL: Competing effectively with Commercial conference companies Gemma Badu, Global Events Operations Manager, Association of Corporate Treasurers Graham Blair, Associate Director of Education and Events, Royal College of Anaesthetists Chris Bancroft, Head of Conferences, National Housing Federation Kieran Cornwell, Head of Events and Partnerships, The King's Fund	PANEL: Industry Leaders Vision for the Future after Brexit • Impact on staffing, recruitment and visas • Will incoming international bookings be affected? • How will the UK compete in the international market? • Food and other costs inflation Anna Golden, Commercial Director, Olympia London Andrew Mosley, General Manager, The Grand Brighton Louise Goalen, Director of Venues at Top Banana and Chair of HBAA Jess Harris, Commercial Director, Swan, Shakespeare's Globe Emma Hatt, Event Director, Capita Travel and Events	Closed Door Leaders Summit to 13:30 (lunch included) Nik Gowing Professor, Broadcaster & Journalist	

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TECH UPDATES							
11:55-12:05	<p>How to engage your attendees and create an extraordinary experience</p> <ul style="list-style-type: none"> How to engage your audience regardless of its size and create an environment where conversations can happen Pick best practice on how to integrate technology to engage your audience <p>Zofia Prokopova, Head of Key Event Operations, Slido</p>	<p>Mobile-optimised registration to increase overall delegate numbers</p> <ul style="list-style-type: none"> Turn your registrants into your best marketers – socially and at the point of registration Convert more of your web visitors into registrants by providing the social proof of who has already registered Personalise the experience for returning registrants to your event marketing website and encourage them to advocate <p>Gerry Sherwood, Head of Client Success, Gleanin</p>	<p>Affordable Live Streaming for All</p> <ul style="list-style-type: none"> Learn how an organiser who couldn't find the right solution for the right price, set up his own company to deliver exactly that. He'll demonstrate the technology and talk about the pricing structure that means that live streaming and videoing of all events is available to all. <p>Dominic Compagnone, Founder and CEO, Streem</p>	<p>Choose from a relevant session running in a parallel summit</p>	<p>The Rise of 3D Venue Tours: The main features and benefits of this new technology</p> <ul style="list-style-type: none"> How you can market your venue 24/7 across multiple countries and time zones Cater to the needs of the millennial customer Save time money and resource on unsuccessful enquiries and site visits <p>Charlie Marr, Commercial Director and Tom Reeson Price, Head of Sales, HeadBox</p>		
12:05-12:15	GO TO ROUND TABLES						
12:15-13:00	<p>ROUND TABLES</p> <ul style="list-style-type: none"> Sponsorship sales – Mike Gwynn, Founder, PM Development & Training Consultant, The Media House Career building and opportunities – Luke Gibson, former Divisional Director & Executive Committee, Euromoney & currently founding director start-up Distributing and sharing event content using your conference advocates and influencers – Kate Roberts, B2B event strategy consultant Engaging your members and delegates throughout the year – Claire Poole, Founder, ClearBright Consulting Building a portfolio of awards – Fergus Gregory, Group Commercial Director, The Drum Maximising sponsorship revenue for awards – Sarah Austin, Awards Director, UBM Collaboration for mutual benefit – Louise Goalen, Director of Venues, Top Banana Marketing association events by focusing on your USP – Jennie Castro, Head of Marketing, International Bar Association Working effectively with committees – Andrew Goodacre, CEO, British Independent Retailers Association Making Analytics Work for Events Organisers – Laura Davidson, Co-owner, Tag Digital What does a paid speaker or moderator bring to an event? – JJ Jackson, Director, Performing Artistes Sharing ideas on delegate engagement – Jose Bort, CEO & Co-Founder, EventsCase How to create a data strategy for your event – Clemi Hardie, Head Of Pencils, Noodle Live Personalising campaigns with limited resources – Ian Rutherford, Managing Director, Wyvern DM Leadership and team development – Emma Hatt, Event Director, Capita Travel and Events Succession planning for your next generation of delegates (content streams, leadership sessions and pricing structures) to ensure your conference stays relevant in the future – Sarah Payling, Portfolio Director, Ocean Media Group Ltd Community engagement – Ashley Friedein, CEO, Guild 						
13:00-13:30	Lunch and exhibition						

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13:30-14:00	Table Top speed networking					
14:00-14:35	<p>How to turn your event into a year round publishing opportunity</p> <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>	<p>Monetising your valuable data</p> <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? <p>Ken Cooke, Director, Marketing, Communications and Digital, Chartered Institute of Personnel and Development</p>	<p>How Cannes Lions responded to their audience and reinvigorated their awards</p> <p>Susie Walker, Head of Awards, Cannes Lions</p>	<p>CASE STUDY: Creating and building a successful association conference</p> <p>Hilary Trahair, Events Manager, Association for Project Management</p>	<p>PANEL: Social media platforms</p> <ul style="list-style-type: none"> Which platforms to use for greatest impact? How to use to best effect? Developments for the future and ones to watch <p>Andrew White, Managing Director, Triggerfish</p> <p>Milan Thakrar, Commercial Events Business Development Manager, Historic Royal Palaces</p> <p>Dean Drury, Business Development Director, Saatchi Gallery</p> <p>Lorna Hutchman, Events Marketing, Science Museum Group</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 to go for inspiration? <p>Tina Amper, Founder, Geeks on a Beach</p> <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>Daniela Elia, Head of Marketing, Informa Global Exhibitions</p> <p>Alexandra Beveridge, Marketing Director, Smarter Shows</p> <p>Mina Booth, Marketing Director, dmg::events - global energy</p> <p>Matt Ackroyd, Group Head of Marketing, Events, The Telegraph</p>	<p>PANEL: Innovation and creativity in Awards</p> <p>Sarah Austin, Awards Director, UBM EME</p> <p>Zehra J Chudry, Content Director, GLOMO Awards, GSMA</p> <p>Simone Broadhurst, Events Director, Incisive Media</p> <p>Rory Bremner, Impressionist, comedian, satirist & Awards host</p> <p>Jeremy King, CEO, Festival of Media</p>	<p>PANEL: Meeting the needs of your members whilst still maximising event revenue</p> <p>Caroline Wright, Director General, British Educational Suppliers Association</p> <p>Andrew Goodacre, CEO, British Independent Retailers Association</p> <p>Jane Frost CBE, CEO, Market Research Society</p>	<p>PANEL: Innovation in event food</p> <ul style="list-style-type: none"> Market trends and how that is reflected in event catering New formats and ideas, within budget Do you need to play it safe? Or is the pressure the other way now? <p>Debra Ward, MD, Camm and Hooper Ltd</p> <p>Nigel Harris, Founder, Proper Food & Drink Company</p> <p>Emma Howe, Sales & Events Director, Street Feast</p> <p>Karim Le Cloarec, Operations Manager, Searceys@TheCherkin</p>	
15:20-15:45	<p>M&A: timing, preparation & integration</p> <ul style="list-style-type: none"> Insights into the M&A market conditions & forecast Valuing B2B conference and media companies Planning For Exit Acquisition Integration: the buyer perspective <p>Mark Eisenstadt, Director, Fusion Corporate Partners UK</p> <p>Paul Slight, Director, Fusion Corporate Partners UK</p>	<p>The world of social media platforms: developments for the future, ones to watch and how to use them more</p> <p>Will Francis, Expert on digital, social media, tech and marketing for tech and media start-ups</p>	<p>Extending Awards ceremonies beyond just the business case. Becoming part of a community and adding value</p> <p>Enam Ali, Founder, British Curry Awards</p> <p>Alex Coulson, Managing Director, Sport Industry Group</p>	<p>Managing and developing a portfolio of association events</p> <ul style="list-style-type: none"> Creating differentiators that members and non-members want (not just content) Charity vs commercial: how to be heard in a noisy environment Growing a portfolio of association events: how to do more with less <p>Riad Mannan, Event Portfolio Development Manager, The Institute of Engineering and Technology</p>	<p>Innovation and creativity in delivering client's vision</p> <ul style="list-style-type: none"> What are clients looking for in terms of new and exciting ideas? What innovation can realistically be delivered by the venue? Sharing ideas and experiences of delivering creative events <p>Emma Gaymer, Sales & Marketing Manager, RSA House</p> <p>Ali Blows, Head of Commercial Events and Business Development, National Theatre</p> <p>Amy Brown, Head of Creative Strategy, Google</p> <p>Christian Burkert, Space & Events Manager, Skills Matter/Code Node</p>	

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15:45-15:55	<p>Critical insights into establishing the right level of security for event apps, websites and registration</p> <ul style="list-style-type: none"> How unsafe are the environments we are working in right now? What are the right questions to ask a technical team to understand the security implications? What could happen if you don't get it right? <p>Jose Bort, CEO & Co-Founder, EventsCase</p>	<p>Relax in the knowledge your analytics is the dream set up</p> <ul style="list-style-type: none"> Understand which marketing is working and what type of visitors its driving Ensure smooth tracking through your registration & payment pages Utilise the many benefits of personalised data using tag manager <p>Laura Davidson, Director, TAG Digital</p>	<p>Choose from a relevant session running in a parallel summit</p>	<p>Choose from a relevant session running in a parallel summit</p>	<p>The SmartStage: Immersive production environments using mixed reality to create real connections with content</p> <ul style="list-style-type: none"> The evolution of mixed reality environments - technology & workflow Making VR a shared experience by removing the headsets Removing the challenges of green screen Bringing remote users back into the room <p>Jonjo Glynn, Venues Director, White Light</p>	
15:55-16:25	Networking break & klaxon & speed networking					
16:25-17:05	<ul style="list-style-type: none"> Sponsorship sales – Mike Gwynn, PM Development & Training Consultant, The Media House Women in Events: The Power of Networking – Claire Wormsley, Owner, The Media House and Director, Global Conference Network Which venue listing site and why? Sharing experiences and insight – Andrew White, Founder, Triggerfish Running successful awards in unusual markets – Brian Jenner, Good Funeral Awards Running an association awards programme – Lynne Rocks, Events Team Leader, Chartered Institute of Payroll Professionals Q&A: how to sell your event – Paul Slight, Director, Fusion Corporate Partners (UK) Selling to Millennials: understanding the buying process – Mo Issa, Commercial Manager, The Mermaid Getting value for money from AV: a discussion around the best way to spend your AV budget – Jonjo Glynn, Venues Director, White Light Ltd 1-2-1 meetings: pros, cons and the best ways to manage pre-event and on the day – Mina Booth, Marketing Director, CWIEME - ITE How to create a killer video campaign – Torsten de Riese, Chief Content Scientist, Google Mentor Creative thinking on making events appealing to younger people (25-30 yrs) – Anna Golden, Commercial Director, Olympia London 					
17:10-17:30	<p>Closing Keynote Speaker Tony Anderson, expert speaker on branding and an active adviser to small businesses After rising through the ranks marketing British Airways and Thomas Cook, Tony was appointed Sales and Marketing Director of easyJet six months before the airline's first flight, subsequently working on the launch and development of the company, taking the easyGroup brand into new business areas from car rental to internet cafes. Outside of travel, Tony has held senior positions online bank Egg, TNS and The Children's Mutual. Tony is an expert speaker on branding, online marketing and communications and an active adviser to start-up companies and small businesses. He will bring his extensive business experiences to focusing his closing keynote on new challenges for wider marketing in the events industry with ideas and insights both for large established companies and new start-ups. He is the author of "Easyland".</p>					
17:30-17:35	Closing Address and final networking activity					
17:35	Networking Drinks Party					