

EventsEvents

Five co-located Event Summits for Events People

Tuesday 28th January 2020, The Mermaid London

#EventsEvents

	CONFERENCE SUMMIT CHAIR: Nadim Chaudhry, Founder, Green Power Conferences Limited	AWARDS SUMMIT CHAIR: Angela Jones, Head of Event Operations at Reed Business Information Ltd	ASSOCIATION SUMMIT CHAIR: Alex Taylor, Head of Communities and Events, Institute of Engineering and Technology	VENUE SUMMIT CHAIR: John Nugent, Chair, CEO, Green and Fortune	LEADERS SUMMIT MODERATOR Ritula Shah, Presenter, World Tonight, BBC Radio 4
08:00	Registration				
08:15-09:00	Breakfast Briefing: Supporting younger employees in the workplace <ul style="list-style-type: none"> • Building a culture where young people feel valued • Providing a job with purpose to keep young people engaged • Managing stress and developing a wellness culture • Building a career path to stem the constant "moving on" syndrome Mandana White, CEO, Smart Grid Forums				
09:25	Opening from Chair - Ritula Shah, Presenter, World Tonight, BBC Radio 4				
09:30-10:00	The Incisive Media story: 25 years since creation Incisive Media, celebrating its 25 year anniversary in 2020, is still a fast growing, award-winning B2B media and events business. Working in two core markets, financial services and technology, they provide business intelligence and access to networks of business professionals through events. Tim Weller, the company's founder and Chairman will share some of his experiences giving us insights into building his business both organically and by acquisition, some stories of things that went wrong, and his considered thoughts on the outlook for the future of the industry. Tim Weller, Founder and Chairman, Incisive Media				
10:00-10:40	Industry Panel: changing dynamics in the industry A wide ranging discussion around societal change and key trends within the events industry from workforce, gender equality, diversity and inclusion, sustainability, free events, technology and innovation. The discussion will reflect the wide experience of these industry leaders including recent research results, shared experiences both positive and more challenging and insights into how you can adopt some of their conclusions in your organisation. Nigel Clear, Director of Conferences, Elsevier Fiona Miller, Group Events Director, Wilmington Healthcare Claire Poole, Founder & CEO, Sport Positive Summit Sandeep Saujani, CEO, Contentive Kathryn Winfield, Venue Manager, BMA House				
10:40-11:00	NETWORKING BREAK AND MORNING COFFEE				

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	CONFERENCE SUMMIT	AWARDS SUMMIT	ASSOCIATION SUMMIT	VENUE SUMMIT
11:00-11:30	<p>Creating large scale profitable events based on powerful conference content</p> <ul style="list-style-type: none"> Defining large scale events and how they may differ fundamentally from smaller conferences Creating compelling content to generate high levels of interest from speakers, delegates and sponsors Revealing the secrets to success based on experience and risks, that paid off <p>Luke James, Director and Head of Strategy, IMPACT>MOBILITY</p>	<p>11:00-11:10 Building long-term relationships and programmes that deliver a positive experience for all</p> <ul style="list-style-type: none"> Creating a year round programme that the industry is proud to be part of Building recognition and visibility for finalists, judges and others involved in the process who are not necessarily "winners" <p>Chris Edwards, Awards Director, Health Service Journal, Wilmington Healthcare</p> <p>11:10-11:20 Developing multi-contact awards programmes to drive sponsorship</p> <ul style="list-style-type: none"> Demonstrating benefits to sponsors from being an active part of the entire process Creating value for sponsors from content and data <p>Julia Small, Head of Qualifications, Awards and Events, RoSPA</p> <p>11:20-11:30 Focus on the rest: programmes and exposure for judges and finalists to maintain interest and support going forward</p> <ul style="list-style-type: none"> Defining your value proposition and demonstrating a bona fide judging process Driving value from activities outside the "night" such as video content, social media and partnerships <p>Clare Sutherland, Event Director Global Awards & Recognition, ALM International</p>	<p>Keeping your annual event fresh and innovative</p> <ul style="list-style-type: none"> Starting from the bottom up to ensure high quality creative content on the day Taking amazing ideas from big budget events and translating them into association budgets Reversing the business model, finding the balance between content and delegate experience and building long term relationships with suppliers <p>Suzanne Tyler, Director of Services to Members, Royal College of Midwives</p>	<p>Venue trends for 2020</p> <ul style="list-style-type: none"> Changing client and customer expectations driving venue trends and dynamic change in the live event sector Exploring the increasing expectations of event technology, set to accelerate once 5G comes online Trends to watch: wellness, sustainability, food and drink, creative meeting room design, customer/fan experience shifts, convenience and experiential Personalization and immersion <p>Steve Sayer, Vice President and General Manager, O2</p>

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11:30-12:00	<p>Identifying additional revenue streams flowing from your core product</p> <ul style="list-style-type: none"> Identifying new revenue opportunities, including digital, that will amplify your core product message Synchronising and aligning new revenue streams with existing product lines for the greatest overall revenue opportunity Defining long term strategic goals that could redesign your business <p>Vanessa Lovatt, Director of Strategy & Operations, Ultima Media</p>	<p>Q&A and Panel Discussion</p>	<p>Building the profile of the events team internally</p> <ul style="list-style-type: none"> Positioning the events team within the association to ensure recognition as a key professional part of the association Demonstrating how you deliver value to the association and members by positioning the events as a central benefit to members The importance of collaboration between events and other parts of the organisation, in order to deliver optimally <p>Caroline Stockmann, Chief Executive, Association of Corporate Treasurers</p>	<p>Going Green: delivering a truly sustainable experience</p> <ul style="list-style-type: none"> Creating an inspirational sustainability culture that staff are proud to implement Defining sustainability practices that really make a difference Building a transparent supply chain to gain visibility and control over resources and suppliers Providing actionable solutions and practices that will improve sustainability in events Defining sustainability practices that really make a difference Insights into some of the latest technologies Building a transparent supply chain to gain visibility and control over resources and suppliers <p>Cecilia Lavin, Regional Sales Manager – South of England, Sodexo – The Crystal</p> <p>Sue Walker, Catering Operations Manager, The Crystal</p>

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12:15-13:00	<p>Millennials Workshop The socio-economics of your talent pool: from millennials to diversity and inclusion</p> <p>Neil is passionate about diversity; for him it is all starts with understanding our socio-economics. How biased are your systems? Are you really attracting the best talent, or just people like you? How do you genuinely attract the people with the greatest potential? How would you know? And with multiple generations in the workplace from, how do you manage different expectations and provide an environment where everyone can perform to the best of their ability? Join this workshop to learn from Neil, share your ideas and take away some thoughts to implement back in the office.</p> <p>Neil Morrison, Director of Human Resources, Severn Trent plc</p>		<p>Round Tables</p> <p>Join a round table with nine other like-minded professionals for a detailed discussion around a topic of interest to all in the group. Share your experiences and learn from others, make great contacts and enjoy some time participating actively in the knowledge exchange. Topics will be advertised in advance and places on tables will be allocated on the day, on a first-come-first-served basis. Each table will have a moderator who will introduce and guide the discussion. This activity is highly rated by delegates who enjoy both the interaction and also the chance to meet new and interesting colleagues.</p> <ol style="list-style-type: none"> Using video in your marketing campaigns – Torsten de Riese, Chief Content Scientist, Google Mentor, Kontenthaus Positive delegate engagement tactics to reinforce event impact and learning – Jose Bort, CEO & Co-Founder, Events Case Leadership that inspires and challenges, for team development – Nigel Clear, Director of Conferences, STM Journals, Elsevier Cutting edge technologies to increase revenue and convert sales in venues – Headbox Spotting trends in delegate behaviour – Ian Rutherford, Managing Director, Wyvern DM Ltd New ideas for facilitating networking – Vanessa Lovatt, Director of Strategy & Operations, Ultima Media Working your satisfied venue bookers for repeat business – Steve Sayer, Vice President & General Manager – The O2 Creating attractive sponsorship packages in tandem with the best sales techniques – Russell Morrow, Morrow Consulting Limited Sharing ideas to identify and create new awards – Nick Bish, Partner and Founder, NB Consulting Women in Events: building momentum to make a step change in your career – Fiona Miller, Group Events Director, Wilmington Healthcare Adding the wow factor using new technologies – Jonjo Glynn, Venues Director, White Light Ltd Audience engagement mistakes and how to fix them – Zofia Prokopova, Partner Events Lead, Sli.do 	

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13:00-14:00	Lunch and exhibition				<p>MODERATOR Ritula Shah, Presenter, World Tonight, BBC Radio 4</p> <p>The Leaders' Summit is by invitation only. It is a closed door session and everything shared within the session is confidential. Likely topics for discussion include: new revenue streams, community building, impact of 5G, year round engagement and the impact on production, company valuation, innovative team organisation and recruitment, management and reward. This session includes a working lunch.</p> <p>Moderator: Ritula Shah, Presenter, World Tonight, BBC Radio 4</p>
14:00-14:45	<p>Round Tables</p> <p>Join a round table with nine other like-minded professionals for a detailed discussion around a topic of interest to all in the group. Share your experiences and learn from others, make great contacts and enjoy some time participating actively in the knowledge exchange. Topics will be advertised in advance and places on tables will be allocated on the day, on a first-come-first-served basis. Each table will have a moderator who will introduce and guide the discussion. This activity is highly rated by delegates who enjoy both the interaction and also the chance to meet new and interesting colleagues.</p> <ol style="list-style-type: none"> Using video in your marketing campaigns – Torsten de Riese, Chief Content Scientist, Google Mentor, Kontenthaus Positive delegate engagement tactics to reinforce event impact and learning – Jose Bort, CEO & Co-Founder, Events Case 365 engagement for community building: how achievable is this in reality – Chris Edwards, Awards Director, HSJ, Wilmington plc Women in Events: leading and developing young women in your team – Mandana White, CEO, Smart Grid Forums Inclusion and diversity: advisory boards, speakers, delegates, judges, staff and beyond – Sandeep Saujani, CEO, Contentive Media How to identify key influencers to generate new business for your venue – John Nugent, CEO, Green and Fortune Making events sustainable: moving to zero-impact on the environment – Kathryn Winfield, Acting Venue Manager, BMA House and Karen Sutton, MD, Global Good Communications Creating attractive sponsorship packages in tandem with the best sales techniques – Russell Morrow, Morrow Consulting Limited Secrets to hosting a memorable awards night - JJ Jackson, Director, Performing Artistes Developing an integrated social media programme Adding the wow factor using new technologies – Jonjo Glynn, Venues Director, White Light Ltd Audience engagement mistakes and how to fix them – Zofia Prokopova, Partner Events Lead, Sli.do 				

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15:00-15:40	<p>Reinventing the conference format</p> <p>A panel, comprising award winners from both new and established companies, will centre their discussion around some really new and different concepts for updating event formats from gamification to experiential learning, creating the wow factor, boosting creativity and delivering true innovation</p> <p>Dan Brain, Co-Founder and Content Director, MAD Fest London Michaela Jeffery-Morrison, Co-Founder & COO, Maddox Events Neil Laybourn, Founder, This Can Happen Ben Moody, Client Relationship Director, GovNet Communications Laura Shapiro, Group Event Director, Closer Still Media</p>	<p>Creativity and innovation at the Awards</p> <p>The panel will share some of the bright new ideas that they have tried and tested at their own events. From new formats, to keeping regular events fresh, trials with less formal ceremonies, and other innovative ways to keep the guests coming back every year.</p> <p>Lorraine Barnes Burton, CEO, British Travel Awards Nick Bish, NB Consulting Hugh Dennis, comedian, writer, actor, impressionist and voice-over artist Pip Langdon, Head of Awards & Events, Procurement Leaders Helga Slater, Managing Director, Product of the Year Awards</p>	<p>Collaborating across the organisation to build membership and generate revenue</p> <p>This high-level panel, featuring CEOs and directors from a range of associations, will discuss the importance of collaboration and the position that events can play in requiring different areas of the organisation to work together. This can sometimes expose challenges and the panellists will share how they have recognised and dealt with these in their organisations.</p> <p>Andy Burman, CEO, British Dietetic Association Debbie Dore, Chief Executive, Association for Project Management Richard Lambert, Chief Executive Officer, National Landlords Association Tania Morrill, Head of Marketing, British Coatings Federation Gaynor Pates, Operations Director, Railway Industry Association</p>	<p>Food as part of the experience</p> <p>With chefs and managers from some of London's leading food venues, the panel will openly share and discuss their thoughts on the latest event catering trends from instagrammable to zero waste, inclusive to experiential, plus dipping into some of the challenges along the way and how they have overcome them.</p> <p>Anthony Fletcher, Executive Chef, The Hurlingham Club Tom Gore, Food Director, The Brewery Allan Heard, General Manager, Searcys at 30 Euston Square Alex Martindale, Director, Tobacco Dock Food Digby Vollrath, Co-Founder, Feast-It.com</p>	<p>Leaders Summit finishes at 3pm. Please select a session from the other four summits to attend before the closing plenary.</p>
15:40-16:10	Networking break				
16:10-16:20	<p>Industry Salary Survey Results 2019-2020 Kevin Hosier, Partner, GCN Talent</p>				
16:20-16:40	<p>Highlights from each of the Summits by the Chairs</p> <p>It's frustrating to know you can't be in two places at once, but here is a chance to catch up on what you missed throughout the day. Each chair will share highlights from their Summits, giving you a chance to learn from sessions you missed, and also to ask any questions you may still have. The Q&A will be managed through Slido and you will be able to add your questions throughout the day.</p> <p>Nadim Chaudhry, CEO & Founder, Green Power Conferences Ltd Angela Jones, Head of Event Operations at Reed Business Information Ltd John Nugent, CEO, Green and Fortune Alex Taylor, Head of Communities and Events, Institute of Engineering and Technology</p>				
16:40-17:10	<p>Closing Keynote: Overcoming challenges in business</p> <p>From her catapult into the national media after winning MasterChef to growing her business from 1 restaurant to 27 whilst simultaneously raising three young children, writing a national restaurant column and campaigning on many topics including better school food and sustainability, Tommi has faced and overcome many challenges. In this humorous and highly personal talk Tommi shares some of those challenges and the lessons she's learned along the way.</p> <p>Thomasina Miers, co-founder of the Mexican food chain Wahaca, the 2015 winner of MasterChef, TV Presenter and writer of 7 cookery books</p>				
17:10-17:20	Close From Chair Followed By Networking Drinks				