

EVCOMference 2019 Programme

EVCOM | FERENCE

The Fourth Industrial Revolution

Navigating the New Normal

5th September, 2019



EVCOMference 2019 Programme

Bakala Auditorium (lower ground floor)

- 09:15 **Welcome and Introduction** by Leigh Jagger, Interim CEO, EVCOM and Charlotte Gentry, CEO, Pure Events and Chair, EVCOM
- 09:30 **Opening Address** – The Fourth Industrial Revolution: Navigating the New Normal, *Zoe Kleinman, BBC Journalist and Technology Reporter*
- 09:45 **Keynote Address One** - Leadership throughout an agency life cycle: incubation, growth and divestment, *Sir Martin Sorrell, Chair, S4 Capital (interviewed by Zoe Kleinman)*
- 10:30 **Keynote Address Two** - How to stay creative no matter what the future brings: why do dolphins take drugs? *Richard Holman, Writer on Creativity*
- 11:15 **Networking Break (followed by three optional sessions)**
- 11:30 **Panel Discussion One** - The Agile Agency: views from a fast-paced frontline, *Jennifer Davidson, Founder and MD, Sleek Events; Hannah Luffman, MD, Unicorn Events Ltd; Lee Harris, Chairman, Fresh Group*
(Facilitator: Andrew Reid)
- 12:15 **Networking Break (followed by two optional sessions)**
- 12:30 **Panel Discussion Two** - A view from the inside: Top tips and considerations for brand-focused businesses, *Abigail Rayner, Vice-President, Barclays UK Events; Nicola Savage, Communications and Marketing Director, The Wates Group; Sasha Dabliz, Marketing Consultant, Schroders; Dawn Christie, Global Head of Events, Freshfields*
(Facilitator: Charlotte Gentry)
- 13:15 **Lunch Networking Break (followed by three optional sessions)**
- 14:00 **Panel Discussion Three** - The Integrated Agency: views from the new-form “one-stop-shop”, *Rick Stainton, Founder and Group Executive Director, Smyle; Richard Bridge, CEO, Top Banana; Toby Low, Partner & Managing Director, MerchantCantos* (Facilitator: Dale Parmenter)
- 14:45 **Networking Break**
- 15:00 **Keynote Address Three** - People and Passions: promoting a compelling workplace culture, *Laura Thomson, Owner, Phenomenal Training Ltd*

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BAUHAUS ROOM (1st floor)

11:30

Workshop One - The Agency of the Future: re-imagining the agency dynamic.

Facilitated by Richard Matthews, Co-founder and MD and Catherine Matthews, Co-founder and Creative Director, Spotty Dog Strategy Ltd

(90 Mins)

13:15

14:00

Workshop Two - Procurement and Profit: managing the procurement process.

Tina Fegent, Consultant and Chair of Marketing Procurement Committee, CIPS

ULM ROOM (1st floor)

11:30

Open Session One - Finding brand purpose and how to get it right.
Debra Sobel and Karen Benveniste, Co-Founders, Verity London

12:15

Networking Break

12:30

Open Session Two - Brand building in the Fourth Industrial revolution: Making it up as we go along
Kristina Owen, Consultant, Owen+Co

14:00

Open Session Three - Stepping away from your business: Dynamic succession planning.
Mark Bentley, Director, BCMS and Mark Sapsford, Director, BCMS

Conference finish - 15:45

We'd love to see and hear about your experience of the day on social media! Tweet and Instagram about #EVCOMference19 and tag us @EVCOMUK

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Thank you for coming!

