

**THE MAIN  
STAGE**

**Nick Morgan, Alan Miller, Julian Agostini & Kaya Comer Schwartz**  
How to get local authorities to support your event

**10:00 - 10:50**

**Tom Hall (Moderator), David Johnson & Lori Hoinkes**

Rocket Man: NASA engineer turned event innovator joins a panel of event tech experts

**11:15 - 12:05**

**Tom Hall (Moderator), Claire Grecian, Mark Bustard & Caspar Mason**  
'The Experience Economy'

**12:30 - 13:20**

**Yasmin Galletti Di Cadilhac (Moderator), Jon Drape, Nick Morgan & Mandy Johnson**

'Innovation in Festivals'

**14:00 - 14:50**

**Dennis Mills (Chair), Paul Smith, Jon Dutton & Lindsay Impett**

'UK Major Events; Where are the Opportunities for Suppliers?'

**15:30 - 16:20**

**BRAND  
EXPERIENCE  
THEATRE**

**Nick Burbridge**  
what clients really want: 5 tips for a happy life

**10:15**

**The IPM Experiential Community:**

experiential marketing measurement and effectiveness tool – latest data and insights

**11:30**

**Sally Henderson**  
Taking care of the most important asset of any experience

**12:45**

**The IPM Experiential Community:**

experiential marketing staffing of the future – 'don't forget the human'

**14:00**

**Alison Williams**  
stage and engagement

**15:30**

**SAFEST  
THEATRE**

**Jon Hayter**  
'The Adversarial Planning Model; Hostile Recon and Behaviour Detection'

**10:00 - 10:50**

**Beverly Osborne**  
'It Wouldn't Happen to Us! Emergency Planning for Events'

**11:20 - 12:10**

**Garry Jones**  
'Counter Terrorism Risk and Proportionate Mitigation Tactics'

**12:50 - 13:40**

**Emma Parkinson**  
'Risk, Complexity and Crowded Places'

**14:10 - 15:00**

**Steve Blake**  
'Your Life in Their Hands; Event Security, Competence and Contractors'

**15:30 - 16:20**

**THE ACCESS  
SESSIONS**

**Peter Tilsed, Luker Rowe**  
'Fraudulent Hire; An Increasing Problem'

**10:30 - 11:00**

**Brendan Herbert & Steve Jenner**  
Going Fully Cashless for the First Time – Our Story, presented by 2000trees Festival and Playpass

**11:45 - 12:35**

**David Hearn**  
Use creative technology to get closer to your customers

**13:30 - 14:00**

**Duco Smit**  
the 10 things we hear about going cashless, and why none of them are true

**14:30**

**Claire O' Neill**  
A greener event; insights and innovations

**15:45**

**NTIA  
THEATRE**

**Sarah Slater**  
'New Innovative Ticket Technology, Challenges Within the Sector'

**11:00 - 11:50**

**Andy Grimsey**  
'Festival & Event Licensing- is Current Event/ Festival Licensing Fit for Purpose'

**13:00 - 13:50**

**John Hayes**  
'Historical Change, Are We Adapting Quick Enough to the Changing Landscape?'

**15:00 - 15:50**

<p><b>THE MAIN STAGE</b></p>	<p><b>Tom Hall (Moderator) &amp; Harvey Goldsmith CBE</b> From Live Aid to Live Experience <b>10:00 - 10:50</b></p>	<p><b>Debs Armstrong, Vince Power, Lyall Hakaraia and Sarah Rhodes</b> 'The Art of Balancing Creativity and Commerce' <b>11:15 - 12:05</b></p>	<p><b>NOWIE;</b> The Ultimate Girl Gang <b>12:30 - 13:20</b></p>		<p><b>Zoe Mutter (Moderator), John Montague, Peter Harding, Steve Lakin</b> Production Innovations - the agencies views on the future of production <b>14:00 - 14:50</b></p>	<p><b>Liz Madden (Chair), Simon Hughes, Harvey Goldsmith CBE, Adam Hogg &amp; Patrick Kidd</b> 'Major Events, Major Challenges; Our Expert Panel Discuss the Shifting Approach to Major Events' <b>15:30 - 16:20</b></p>
<p><b>BRAND EXPERIENCE THEATRE</b></p>	<p><b>David Forbes</b> A global brand perspective Collaboration and coordination <b>10:00</b></p>	<p><b>Frank Wainwright</b> Capturing Captivation: the photographs that show the very best of brand engagement <b>11:15</b></p>	<p><b>Will Glendinning</b> The Facts of Live Making the right choices for your experiences. <b>12:45</b></p>		<p><b>Jenny Madeley-Bird</b> Building experiences through production values <b>14:00</b></p>	
<p><b>SAFEST THEATRE</b></p>	<p><b>Kev Walker</b> National Events Intelligence Unit <b>10:00 - 11:00</b></p>	<p><b>James Eade</b> 'Event Temporary Power Safety; Regulations and Standards' <b>11:20 - 12:20</b></p>	<p><b>Roger Barrett</b> 'Selecting Competent Staging Contractors' <b>12:50 - 13:50</b></p>		<p><b>Peter Kalopsidiotis</b> Rigging Safety <b>14:10 - 15:00</b></p>	<p><b>Jim Griffiths</b> 'Noise Issues at Events' <b>15:30 - 16:30</b></p>
<p><b>LOCAL AUTHORITY THEATRE</b></p>	<p><b>Nick Morgan</b> 'Licensing in the Spotlight' <b>10:30 - 11:20</b></p>	<p><b>LAEOG presents - Ian Taylor &amp; Vanessa Allen</b> Local Authority Event Procurement 'Using procurement to innovate' <b>11:45 - 12:35</b></p>		<p><b>Ben Hardy</b> 'The Art of Commercialisation' <b>13:00 - 13:50</b></p>	<p><b>LAEOG presents - Ian Taylor &amp; Vanessa Allen</b> Event Safety Guidance 'What's out there and is it becoming too industry focused? Updates on the old and the new, what's under review and by who' <b>14:15 - 15:05</b></p>	<p><b>LAEOG presents - Ian Taylor &amp; Vanessa Allen</b> Facilitating Large Public Events 'The benefits of hindsight - reviews of European City of Culture and Cycle Tours' <b>15:30 - 16:20</b></p>
<p><b>NTIA THEATRE</b></p>		<p><b>Julie Tippins</b> 'PPL; The Impact of Levy Increases on the Event and Festival Sector' <b>11:00 - 11:50</b></p>		<p><b>Ian Graham</b> 'Changing Landscape of Licensing; Are the Authorities Dealing with the Changing Landscape' <b>13:00 - 13:50</b></p>		<p><b>John Sandlin</b> 'Shortage of Licensed Security Resource; How Can We Move to Resolve the Issues' <b>15:00 - 15:50</b></p>