

<p><b>THE MAIN STAGE</b></p>	<p><b>Nick Morgan, Alan Miller, Julian Agostini &amp; Kaya Comer Schwartz</b> How to get local authorities to support your event <b>10:00 - 10:50</b></p>	<p><b>Tom Hall (Moderator), David Johnson &amp; Lori Hoinkes</b> Rocket Man: NASA engineer turned event innovator joins a panel of event tech experts <b>11:15 - 12:05</b></p>	<p><b>Tom Hall (Moderator), Claire Grecian, Mark Bustard &amp; Caspar Mason</b> 'The Experience Economy' <b>12:30 - 13:20</b></p>		<p><b>Yasmin Galletti Di Cadilhac (Moderator), Jon Drape, Nick Morgan &amp; Mandy Johnson</b> 'Innovation in Festivals' <b>14:00 - 14:50</b></p>	<p><b>Dennis Mills (Chair), Paul Smith, Jon Dutton &amp; Lindsay Impett</b> 'UK Major Events; Where are the Opportunities for Suppliers?' <b>15:30 - 16:20</b></p>
<p><b>BRAND EXPERIENCE THEATRE</b></p>	<p>A global brand perspective. Looking at the future. <b>10:15</b></p>	<p><b>The IPM Experiential Community:</b> experiential marketing measurement and effectiveness tool – latest data and insights <b>11:30</b></p>	<p>Taking care of the most important asset of any experience <b>12:45</b></p>		<p><b>The IPM Experiential Community:</b> experiential marketing staffing of the future – 'don't forget the human' <b>14:00</b></p>	<p>A global brand perspective. Building a contemporary campaign <b>15:30</b></p>
<p><b>SAFEST THEATRE</b></p>	<p><b>Jon Hayter</b> 'The Adversarial Planning Model; Hostile Recon and Behaviour Detection' <b>10:00 - 10:50</b></p>	<p><b>Beverly Osborne</b> 'It Wouldn't Happen to Us! Emergency Planning for Events' <b>11:20 - 12:10</b></p>	<p><b>Garry Jones</b> 'Counter Terrorism Risk and Proportionate Mitigation Tactics' <b>12:50 - 13:40</b></p>		<p><b>Emma Parkinson</b> 'Risk, Complexity and Crowded Places' <b>14:10 - 15:00</b></p>	<p><b>Steve Blake</b> 'Your Life in Their Hands; Event Security, Competence and Contractors' <b>15:30 - 16:20</b></p>
<p><b>THE ACCESS SESSIONS</b></p>	<p><b>Peter Tilsed, Luker Rowe</b> 'Fraudulent Hire; An Increasing Problem' <b>10:30 - 11:00</b></p>	<p><b>Brendan Herbert &amp; Steve Jenner</b> Going Fully Cashless for the First Time – Our Story, presented by 2000trees Festival and Playpass <b>11:45 - 12:35</b></p>		<p><b>David Hearn</b> Use creative technology to get closer to your customers <b>13:30 - 14:00</b></p>	<p><b>How technology is changing events – the suppliers view</b> Tappit presents a panel of technology suppliers whose aim is to change the world of events <b>14:30</b></p>	<p>Check theatre for line up session detail <b>15:45</b></p>
<p><b>NTIA THEATRE</b></p>		<p><b>John Hayes</b> 'Historical Change, Are We Adapting Quick Enough to the Changing Landscape?' <b>11:00 - 11:50</b></p>		<p><b>Andy Grimsey</b> 'Festival &amp; Event Licensing- is Current Event/ Festival Licensing Fit for Purpose' <b>13:00 - 13:50</b></p>		<p><b>Sarah Slater</b> 'New Innovative Ticket Technology, Challenges Within the Sector' <b>15:00 - 15:50</b></p>

<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>A global brand perspective</b> 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>The Facts of Live</b> 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>Chris Higgs</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</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</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</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>John Sandlin</b> 'Shortage of Licensed Security Resource; How Can We Move to Resolve the Issues' <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>Julie Tippins</b> 'PPL; The Impact of Levy Increases on the Event and Festival Sector' <b>15:00 - 15:50</b></p>