



SECTION 1
9.15

11.30

WELCOME AND THE DAY AHEAD

BOUNCING SOLES - JOY AS THE ULTIMATE ACT OF RESISTANCE

YOUR BIGGEST COMPETITOR DOESN'T EXIST YET, BUT DON'T PANIC

TAKE-HOME BAKERY TO LEADING UK FOOD-TO-GO RETAILER. LEADERSHIP LESSONS FROM GREGGS

BREAK



SOPHIE DEVONSHIRE
CEO, THE MARKETING SOCIETY



IJE NWOKORIE
CHIEF BRAND OFFICER, DR. MARTENS



DOMINIQUE ROSE VAN-WINTHER
CEO, FINAL UPGRADE AI



ROISIN CURRIE
CHIEF EXECUTIVE, GREGGS



MARYAM MOSHIRI
CHIEF PRESENTER, BBC NEWS



SECTION 2
11.30

13.55

GRAVITAS. THE KEY TO UNLOCKING MORE AUTHORITY AND INFLUENCE

HOW THE EXTRAORDINARY DAME STEPHANIE SHIRLEY CHANGED BUSINESS

MORE DISRUPTIVE THAN DIGITAL: THE UNTAPPED POTENTIAL OF THE POST-CARBON ECONOMY

SHARE MORE. FEEL GOOD. WASTE LESS. HOW OLIO USES BEHAVIOURAL MODELS TO HELP THE \$1TRILLION FOOD WASTE PROBLEM

INCLUSION FOR ALL. AND THE VOGUE FRONT COVER

LUNCH



CAROLINE GOYDER
AUTHOR, GRAVITAS



DAME STEPHANIE SHIRLEY CH



LEO RAYMAN
FOUNDER & CEO, EDENLAB



TESSA CLARKE
CO-FOUNDER & CEO, OLIO



SINÉAD BURKE
FOUNDER AND CEO, TILTING THE LENS



DAVID FERGUSON
HEAD OF NET ZERO INNOVATION, EDF (UK)



NISHMA PATEL ROBB
FOUNDER AND CEO, GLITTERSPHERE



SECTION 3
13.55

15.40

PERMISSION GRANTED – YOU'RE ON THE CLOCK!

IT'S NOW OR NEVER. ELVIS IS IN THE BUILDING. HOW TECH TRANSFORMS EXPERIENCE BRANDS

HOW TO METAMORPHOSISE YOUR MARKET. THE SPARKLING STORY OF CHAPEL DOWN

MR BATES V THE POST OFFICE. THE TRANSFORMATIONAL POWER OF A STORY OF INJUSTICE. WELL TOLD

CLOSING REMARKS



MADELINE MCQUEEN
TRANSFORMATIONAL COACH, SPEAKER AND HOST



ANDREW MCGUINNESS
CEO, LAYERED REALITY



ANDREW CARTER
CEO, CHAPEL DOWN GROUP PLC



PATRICK SPENCE
MANAGING DIRECTOR, AC CHAPTER ONE



SEEMA MISRA
FORMER SUB POSTMASTER



SYL SALLER CBE
PRESIDENT, THE MARKETING SOCIETY



NATASHA BONDY
EXECUTIVE PRODUCER, MR BATES V THE POST OFFICE