



The Programme

08.00 – 09.45 **Registration & Networking**

Please collect your conference badge, and have an early morning catch up over coffee

09.45 – **Conference Chairman's welcome**

10.00 – 10.45 **Keynote 1: Ed Gillespie**

We'll hear about the shifting sands of global challenges and the megatrends that will influence EVERY business. What are the disruptive challenges that face the events sector from a technical, social and environmental perspective and how great businesses navigate change. All delivered in a classic, and slightly irreverent and humorous, provocative Ed style!

10.45 – 11.00 **beMatrix UK – Headline sponsor welcome**

10.45 – 12.45 Cross Association Working Groups; Technical (Electrics) & Technology

In collaboration with the Association of Event Venues (AEV) and Association of Event Organisers (AEO), we are hosting two cross association working groups

11.00 – 12.15 **Solutions Room**

Working alongside industry peers and resolve industry issues - the ESSA Future's Board will show you how.

12.15 – 13.45 **Lunch**

13.45 – 14.30 **Keynote 2: Ian Rowland**

An expert on thinking and communication and mentalism (mind reading magic), Ian will show you how to change your way of thinking to make your business even more successful.

14.30 – 15.15 Break Out: Make your website a sales engine for your business breakout session.

Hosted by Exhibitor's Only's David O'Beirne, who will teach new skills and techniques which you could use to improve your company's website.

14.30 – 15.15 **ESSA Town Hall**

As well as finding out what we've been doing over the last year, you'll hear about an exciting new initiative that's in the pipeline. There'll be an opportunity to ask questions too. Hosted by ESSA Director Andrew Harrison; ESSA Vice Chair Martin Cairns; Board Member, Lou Kiwanuka and ESSA Future's Board Chairman Jess Corbett.

15.15 – 15.45 – **Coffee Break**

15.45 -16.30 **Keynote Speaker 3: Debra Searle MVO MBE**

Best known for rowing 3000 miles across the Atlantic on her own, Debra is a professional adventurer, author, BBC presenter and a serial entrepreneur. She will teach you that the right mind set will make you go miles.

16.30 – 16.45 **Conference round-up.**

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