

Vision

WEDNESDAY 23RD NOVEMBER 2011

9.00 - 9.30am	Registration		
9.30 - 10.30am	Keynote Andrew Keen How the social web changes everything and not necessarily for the better		
10.30 - 11.00am	Morning break		
11.00 - 12.00pm	PATRICK COLLISTER The Business of Ideas	CONTAGIOUS Innovation and the end user	BILL SCOTT Connected TV – a new opportunity for digital content
12.00 - 1.00pm	STEVE HENRY Innovation in Creativity	IAN ARMSTRONG Customer and Brand Experience	STAR Transformation in the Cloud- the impact of cloud computing
1.00 - 2.00pm	Lunch		
2.00 - 3.00pm	JOHN GRANT Sustainability and Innovation	RACHEL BRIDGE How to Make a Million Before Lunch	LAURA JORDAN BAMBACH You don't need balls to get ahead: why great female creative is the next big thing
3.00 - 4.00pm	HARRY PEARCE The Search for Creative Equilibrium	RACHEL BRIDGE Getting your business written about in the press	BARCLAYS/BUSINESS WEST/TSB Access to Finance
4.00 - 4.30pm	Afternoon break		
4.30 - 5.45pm	TV Convergence and the Future of Digital - PANEL		
5.45 - 6.15pm	Break / Drinks in the bar		
6.15 - 7.15pm	Pecha Kucha		
7.15 - 9pm	Supper and Networking in the bar		

It may be necessary for reasons beyond our control, to alter the timing or content of the programme

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THURSDAY 24TH NOVEMBER 2011

9.00 - 9.30am	Registration		
9.30 - 10.30am	Keynote - Dan Southern, Contagious Experience over Innovation: Making the wires disappear		
10.30 - 11.00am	Morning break		
11.00 - 12.00pm	RORY SUTHERLAND Behavioural Economics	ANDY TAIT Engaging with Private Equity Investors	MARCUS CORAH Emotional Persuasion in Pitches
12.00 - 1.00pm	STAR Transformation in the Cloud- the impact of cloud computing	CHRIS ARNOLD Push & Pull From Mad Men to Sad Men	MARK MASON 21 Hints and Tips for Agency Success
1.00 - 2.00pm	Lunch		
2.00 - 3.00pm	DR BERNIE HOGAN Social Identity in a Digital World, or Help! My Mum's on Facebook	SMITH & WILLIAMSON Cashflow, Clouds & Creativity	GAIL PARMINTER & CHRIS ARNOLD Men Shop on Mars, Women Shop on Venus:
3.00 - 4.00pm	THINK PRODUCTIVE How to be a Productivity Ninja	GRAEME FEARON & LIZ BREWER The weird and not so wonderful world of pitching	COACHING CREATIVES Make Yourself Memorable
4.00 - 4.30pm	Afternoon break		
4.30 - 5.30pm	Closing Keynote Dave Trott How to get clients to buy the best idea.		

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