



BIMA  
Conference

# LESSONS FOR THE FUTURE

BIMA Conference 2020

#BIMAConference #LFTF @BIMA



# Agenda Day one

Time	Where	Type	What
1.00-1.10PM	STAGE	<b>WELCOME</b>	<b>BIMA CONFERENCE 2020</b> Nat Gross and Tarek Nseir BIMA Co-Presidents  Jamie Bartlett BIMA Host  Caroline Dinenage MP Minister of State for Digital and Culture
1.10-1.40PM	STAGE	<b>KEYNOTE</b>	<b>A LIFETIME OF INNOVATION</b> Dame Stephanie Shirley CH IT Entrepreneur & Philanthropist
1.40-2.10PM	STAGE	<b>KEYNOTE</b>	<b>IT STARTS ON TIKTOK</b> Trevor Johnson Head of Marketing, Global Business Solutions EU, TikTok
2.10-2.35PM	STAGE	<b>KEYNOTE</b>	<b>THE NEW NORMAL</b> Benedict Evans Independent Analyst & Venture Partner at Mosaic Ventures
2.55-3.25PM	STAGE	<b>KEYNOTE</b>	<b>SOCIAL MEDIA ENGINEERED: HOW NASA BRINGS SPACE TO EVERYONE</b> Rebecca Roth Social Media Specialist & Imaging Coordinator, NASA Goddard Space Flight Center
3.25-3.55PM	SESSIONS	<b>MASTERCLASS</b>	<b>THE NEW SHAPE OF STORYTELLING</b> In partnership with Screenlife UK
3.25-3.55PM	SESSIONS	<b>MASTERCLASS</b>	<b>DIVERSE HIRING STRATEGIES FOR THE NEW WORLD</b> In partnership with Hidden and VaynerMedia
3.25-3.55PM	SESSIONS	<b>MASTERCLASS</b>	<b>#SAVETHENIGHT- HOW TO BUILD A PURPOSE DRIVEN MOVEMENT</b> In partnership with Mast-Jägermeister and ENGINE
4.15-5.00PM	SESSIONS	<b>ROUNDTABLE</b>	<b>RESILIENT DIGITAL EXPERIENCES IN DISRUPTIVE TIMES</b> In partnership with Acquia
4.15-5.00PM	SESSIONS	<b>BIMA COUNCIL ROUNDTABLE</b>	<b>THE CLIMATE CRISIS AND DIGITAL: OUR ROLE AS COMPANIES AND CREATORS</b> By BIMA Sustainability Council
4.15-5.00PM	SESSIONS	<b>ROUNDTABLE</b>	<b>FUTUREPROOFING THE TECH ECOSYSTEM FOR AN UNCERTAIN FUTURE</b> In partnership with MACH Alliance
5.00-5.45PM	STAGE	<b>AN AUDIENCE WITH</b>	<b>BIMA HALL OF FAME 2020 CELEBRATION</b> Presented by Tarek Nseir, BIMA Co-president and Jamie Bartlett, BIMA Host We'll announce our two digital pioneers of 2020 to be inducted into the BIMA Hall of Fame, followed by live interviews with them both. Not to be missed.

# Agenda Day two

Time	Where	Type	What
9.00-9.35AM	STAGE	KEYNOTE	<b>UNCHARTED - HOW TO NAVIGATE AN AGE OF UNCERTAINTY</b> Margaret Heffernan, Entrepreneur, CEO, Author
9.35-9.55AM	STAGE	KEYNOTE	<b>A DIGITAL RECOVERY FOR EVERYONE</b> Ronan Harris VP, MD UK & Ireland, Google
9.55-10.20AM	STAGE	KEYNOTE	<b>THE CHANGES WE NEED TO SEE IN 2021</b> Oona King VP of Diversity, Equity & Inclusion, Snap Inc.
10.35-11.05AM	STAGE	KEYNOTE	<b>THE NHS: A DIGITAL FUTURE</b> Sonia Patel Chief Information Officer, NHSX
11.05-11.35AM	SESSIONS	MASTERCLASS	<b>BUILDING SUSTAINABLE TRUST THROUGH HUMAN-CENTRED DESIGN</b> In partnership with Deloitte Digital and Social Security Scotland
11.05-11.35AM	SESSIONS	MASTERCLASS	<b>HOW TO CREATE A USER COMMUNITY</b> In partnership with Appnovation and Alpro
11.05-11.35AM	SESSIONS	MASTERCLASS	<b>HOW WIMBLEDON RECREATED ITSELF DIGITALLY IN 2020</b> In partnership with Wimbledon and IBMIX
11.50-12.35PM	SESSIONS	BIMA COUNCIL ROUNDTABLE	<b>HOW TO 'SHOW-UP' IN 2021</b> In partnership with BIMA Brands Council & Ingenuity
11.50-12.35PM	SESSIONS	ROUNDTABLE	<b>A NEW DIGITAL PLAYBOOK FOR CX</b> In partnership with Contentful
11.50-12.35PM	SESSIONS	BIMA COUNCIL ROUNDTABLE	<b>BRINGING INCLUSION &amp; DIVERSITY TO YOUR BUSINESS IN 2021</b> By BIMA I&D Council
12.35-1.05PM	STAGE	KEYNOTE	<b>DEMOCRACY, NOT TECHNOCRACY</b> Cori Crider Co-founder and Director, Foxglove
1.05-1.30PM	STAGE	KEYNOTE	<b>CLOSING REMARKS – BIMA CONFERENCE 2020</b> Nat Gross and Tarek Nseir BIMA Co-Presidents  Jamie Bartlett BIMA Host

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# KEYNOTES





Dame Stephanie Shirley CH

DAY 1 | 1.10-1.40PM | STAGE

**Keynote:**

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**A LIFETIME OF INNOVATION**

Dame Stephanie Shirley CH  
IT Entrepreneur & Philanthropist

The pandemic has forced us to look at the world differently. But this is hardly the first time we've needed our innovators to show us a new way.

Launching this year's BIMA Conference, Dame Stephanie 'Steve' Shirley reflects on what a lifetime of innovation and pioneering (in tech, in business, in quality and equality) has taught her about how we should approach what happens next.



Trevor Johnson

DAY 1 | 1.40-2.10PM | STAGE

**Keynote:**

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**IT STARTS ON TIKTOK**

Trevor Johnson  
Head of Marketing, Global Business Solutions EU, TikTok

Co-Founder of Creative Salon Sonoo Singh sits down with Trevor Johnson, TikTok's Head of Marketing for Global Business Solutions EU, to discuss the platform's huge growth over 2020 and its place as the home of many of this year's top cultural trends and moments. The pair will also look to the future, discussing challenges that many digital players will be facing over the next year, and how the brand is on a journey to become the safest place for creative self-expression and brands looking to connect with diverse audiences.



Benedict Evans

DAY 1 | 2.10-2.35PM | STAGE

**Keynote:**

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## THE NEW NORMAL

Benedict Evans  
Independent Analyst & Venture Partner at  
Mosaic Ventures

In January everyone was willing to do anything online - now we have no choice. How are forced adoption, and forced experiment, reshaping behaviour? What habits are being broken?



Rebecca Roth

DAY 1 | 2.55-3.25PM | STAGE

**Keynote:**

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## SOCIAL MEDIA ENGINEERED: HOW NASA BRINGS SPACE TO EVERYONE

Rebecca Roth  
Social Media Specialist & Imaging Coordinator  
NASA Goddard Space Flight Center

How do you connect the work you do with the social relationships you build? What's the purpose, strategy and technology behind it? And how does that strategy change in the face of a global pandemic?

In this keynote speech, Rebecca will take us behind the scenes at NASA to discuss her approach to social media, and to explore some of the ways in which scientists, photographers, and animators are collaborating to produce – and share - new images and visualizations of the Earth, the Sun, our solar system, and the universe.



Margaret Heffernan

DAY 2 | 9.00-9.35AM | STAGE

**Keynote:**

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**UNCHARTED: HOW TO NAVIGATE AN AGE OF UNCERTAINTY**

Margaret Heffernan  
Entrepreneur, CEO & Author

All crises are full of uncertainty, but they're also characterised by speed: everything moves very fast, even if you can't see where. How are leaders, managers, entrepreneurs to handle this? Traditional management seems too slow and rigid but leaderlessness would just amplify chaos. What's the best way to balance immediate needs while holding tight to a long term vision?



Ronan Harris

DAY 2 | 9.35-9.55AM | STAGE

**Keynote:**

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**A DIGITAL RECOVERY FOR EVERYONE**

Ronan Harris  
VP, MD UK & Ireland, Google

Online tools have proved to be a lifeline during the pandemic. Now, we need them to help create a digital, sustainable and inclusive recovery for everyone. In this session, Google will explore how we work together to nurture the UK's digital ecosystem to ensure it is an engine for economic growth across communities and sectors.





Oona King

DAY 2 | 9.55-10.20AM | STAGE

**Keynote:**

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**THE CHANGES WE NEED TO SEE IN 2021**

Oona King  
VP of Diversity, Equity & Inclusion, Snap Inc.

Oona King shares her perspective on how global events are shaping the opportunities, challenges and systemic changes required in digital.



Sonia Patel

DAY 2 | 10.35-11.05AM | STAGE

**Keynote:**

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**THE NHS: A DIGITAL FUTURE**

Sonia Patel  
Chief Information Officer, NHSX

The NHS hasn't only been on the frontline of the pandemic during 2020; it has been on the frontline of digital transformation too. But what does good digital transformation look like for the NHS? And how can we help NHS staff, from trust boards to chief execs to frontline clinicians, prepare for a digital future?

In this masterclass, Sonia Patel, NHSX Chief Information Officer for Health & Social Care across England explores the immediate and longer term prognosis for digital in the NHS.



Cori Crider

DAY 2 | 12.35-1.05PM | STAGE

**Keynote:**

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## **DEMOCRACY, NOT TECHNOCRACY**

Cori Crider

Co-founder and Director, Foxglove

From “f\*ck the algorithm” to Stop Hate for Profit, citizens in 2020 resisted a data-driven future that isn’t by and for them. Cori charts the coming struggles over digital power.

# MASTER CLASSES





Timur Bekmambetov



Joann Kushner



Nicolas Connor

DAY 1 | 3.25-3.55PM | SESSIONS

## Masterclass

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### TIMUR BEKMAMBETOV ON THE NEW SHAPE OF STORYTELLING

Timur Bekmambetov  
Film Producer

Joann Kushner  
Director of Operations - Screenlife UK

Nicolas Connor  
Emerging Writer / Director

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The movie industry faces huge challenges right now, but on the flipside it's also opening itself up to new formats, platforms and techniques that drive big returns from small investments and require a new form of creativity.

In this masterclass, Screenlife and acclaimed Director Timur Bekmambetov reveal a new format of visual content, one where everything happens on the computer, tablet or smartphone screen. A format that is opening the doors to a bold new generation of digital storytellers.



Ross Taylor



Sarah Baumann



Becky McOwen-Banks

DAY 1 | 3.25-3.55PM | SESSIONS

### Masterclass

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#### DIVERSE HIRING STRATEGIES FOR THE NEW WORLD

Ross Taylor  
Founder, Hidden

Sarah Baumann  
MD, VaynerMedia

Becky McOwen-Banks  
ECD, VaynerMedia

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The digital industry must evolve. It must be more diverse. Without businesses taking a different approach to talent acquisition creativity and innovation will suffer. Dated, inherently bias processes and hiring systems set up to favour the privileged and white middle classes must be redesigned. Equitable processes must be created to give brilliant under-represented minority talent the pathway to succeed in our industry.



Tim Jerg



Kim Lawrie



Allan Blair

DAY 1 | 3.25-3.55PM | SESSIONS

## Masterclass

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### **#SAVETHENIGHT- HOW TO BUILD A PURPOSE DRIVEN MOVEMENT**

Tim Jerg  
Head of Global Brand Management,  
Mast-Jägermeister

Kim Lawrie  
Head of Creative Technology, ENGINE

Allan Blair  
Head of Strategy, ENGINE

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The Jägermeister #SaveTheNight campaign was created to help financially support bartenders, artists and makers, a sector that has been decimated by the pandemic. The platform pays them to provide entertainment through virtual parties and masterclasses, as well as raising much needed funds for the wider community. In this masterclass Engine and Jägermeister share lessons learnt, from how to build an authentic global social movement to ensuring you can move at pace and respond to your audience's ever changing needs.



Amanda Glasgow



Ralph Urmel



Andrew Dunbar

DAY 2 | 11.05-11.35AM | SESSIONS

## Masterclass

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### HOW TO CREATE A USER COMMUNITY

Amanda Glasgow  
Creative Director EMEA, Appnovation

Ralph Urmel  
Alpro, Digital Experience Manager

Andrew Dunbar  
Appnovation General Manager EMEA

Alpro wanted to get closer to the professional baristas who use its plant-based products, to find new ways to engage with them. Appnovation were the people challenged with doing it.

In this masterclass, explore Appnovation's journey of audience research, conceptualisation and prototyping that has built [www.barista-unfiltered.com](http://www.barista-unfiltered.com), a dedicated platform that's home to Alpro's barista community.



Llewelyn Parkinson



Carol Yung



Martin Moodie

DAY 2 | 11.05-11.35AM | SESSIONS

## Masterclass

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### **BUILDING SUSTAINABLE TRUST THROUGH HUMAN-CENTRED DESIGN**

Llewelyn Parkinson  
Product Owner – Consultations & Appointment  
Booking – Social Security Directorate Scottish  
Government

Carol Yung  
Experience Design, Strategy and Digital  
Transformation at Deloitte Digital, UK

Martin Moodie  
Professional Adviser, Social Security Directorate,  
Scottish Government

Trust is hard won and easily lost. As both brands and Government bodies continually strive to get as close to their customers and citizens - people - as possible, impactful, human-centred design plays an increasingly vital role. Deloitte Digital and Social Security Scotland share the story and learnings from their ongoing collaboration to re-imagine the way citizens access and interact with the benefits system. This multi-year programme is set to deliver transparency, clarity and sustainable trust through a service that is truly distinct for the citizens of Scotland.





Alexandra Willis



Andy Burns

DAY 2 | 11.05-11.35AM | SESSIONS

### Masterclass

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#### HOW WIMBLEDON RECREATED ITSELF DIGITALLY IN 2020

Alexandra Willis  
Head of Communications, Content & Digital, AELTC

Andy Burns  
PM, IBM Interactive Experience

Will Giles  
Content Lead, AELTC

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In 2020, for the first time since the Second World War, The Championships, Wimbledon, was cancelled. In the absence of any live event, the AELTC pivoted, maximising its digital transformation journey with technology partner IBM, to provide a digital recreation of The Championships, developed in just eight short weeks. ‘Wimbledon Recreated’ launched in June, providing opportunities for fans to put their own personal spin on Wimbledon from their homes, gardens, and more, leading into The Greatest Championships, a round by round retelling of some of Wimbledon’s best matches that provided a live experience for fans despite the lack of live tennis. Providing an outlet for Wimbledon’s loyal fanbase, Wimbledon Recreated helped ensure that Wimbledon maintained its reputation at 2019 levels, and its position in respect of other sports properties. Hear direct from the team on how they made it happen.

# ROUND TABLES



DAY 1 | 4.15-5.00PM | SESSIONS

**Roundtable**

**RESILIENT DIGITAL EXPERIENCES IN DISRUPTIVE TIMES**

Host - Tom Bianchi  
VP Marketing EMEA, Acquia

Panelists:

Herb van der Raad  
Director of Strategy & Consulting Services,  
Cognifide

Tim Hurles  
Discover Partner, Globant

Samantha Di Caprio  
MD, Dentsu Data Labs

Louise Whitcombe  
Head of Customer Engagement, Ogilvy UK

Richard Love  
Head of Experience Data, Deloitte Digital

Sally Schumacher  
Data & Analytics Director, Jellyfish

Digital transformation took on a whole new level of importance in 2020. And with CIO budgets increased by 20% according to Acquia findings, that only looks set to accelerate. But are brands equipped to take full advantage of the opportunities?

In this roundtable, Acquia will reveal the results of its latest CX research and, together with industry experts, will explore how companies can scale up their use of customer data to deliver the digital experiences that consumers demand.



DAY 1 | 4.15-5.00PM | SESSIONS

**Roundtable**

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**THE CLIMATE CRISIS AND DIGITAL: OUR ROLE AS COMPANIES AND CREATORS**

Host - Rob Belgrave  
CEO, Wirehive & Co-Founder, Ecologi

Panelists:

Amy Williams  
Co-founder, Good-Loop

James Cannings  
Co-founder, MMT Digital

Neil Clark  
Service Design Lead at Manifesto and  
Environmental Strategist at The Panoply

Lisa Merrick-Lawless  
Co-founder, Purpose Disruptors

Joe Hearty  
Associate Creative Director (Experience), R/GA

Sandra Pallier  
Interaction Designer, Microsoft & Co-organiser of  
ClimateAction.Tech

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As the world's innovators we have the ability to create the future, and a duty to ensure that future is sustainable. Join the BIMA Sustainability Council and friends to understand how to take action now.



DAY 1 | 4.15-5.00PM | SESSIONS

**Roundtable**

**FUTUREPROOFING THE TECH ECOSYSTEM FOR AN UNCERTAIN FUTURE**

Host - Matt Bradbeer  
Director & Client Partner, EPAM; Co-founder,  
MACH Alliance

Panelists:

Gireesh Sahukar  
Senior eCommerce Technologist, Dawn Foods

Jim Hingston  
Head of Digital Product, Gymgroup

Nina Jonker-Völker  
Head of Marketing, Frontasic

Haidee McMahon  
Senior Director of Engineering, WP Engine

For years, we've been talking about 'headless' and 'swappable' architectures being key to creating agile, responsive experiences. Now comes the real test – a period of uncertainty unlike any we've had. So how is headless enterprise tech measuring up? What are the big pandemic success stories? And where does enterprise tech need to go next to help support the stampede to digital transformation?

In this roundtable in partnership with MACH Alliance, we'll explore how the past 12 months have shaped the evolution of the modern tech ecosystem.



DAY 2 | 11.50-12.35PM | SESSIONS  
**Roundtable**

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**BRINGING INCLUSION & DIVERSITY TO YOUR BUSINESS IN 2021**

Host - Nancy Rowe  
Head of Inclusion & Diversity EMEA,  
Publicis Sapient

Panelists:

Kate Rand  
VP People, Threads Styling

Ross Taylor  
Founder, Hidden

Sophie Amono  
Founder, Stuffs

Dan Willis  
Co- founder, Well Good

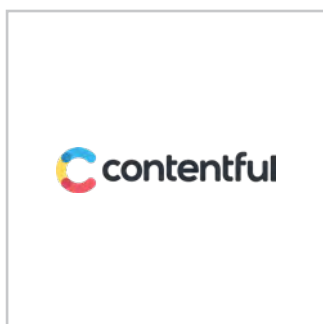
Jamie Jefferson  
Chief Creative Officer, Equator

Siobhan Randell  
Inclusion and Diversity Lead, WhiteHat

Harpreet Bushell  
Chief Growth Officer, LAB Group

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The events of 2020 have shown us that Inclusion & Diversity is a mainstream topic for all digital businesses. Join members of the BIMA Inclusion & Diversity Council team as they unpack 'need to know' information on different aspects of diversity highlighted in their I&D toolkit series, including: women, LGBTQ+, race & ethnicity, mental health & wellbeing. They'll also provide their reflections on the impact that COVID-19 and Black Lives Matter has had on inclusion for all talent and discuss the challenges and opportunities which are presented as organisations seek to shape the overall future of work.



DAY 2 | 11.50-12.35PM | SESSIONS  
**Roundtable**

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**A NEW DIGITAL PLAYBOOK FOR CX**

Host - Mark Demeny  
Director of Content Management Strategy,  
Contentful

Panelists:

Ross Sleight  
Chief Strategy Officer, Somo

Rebecca Bezzina  
SVP, Managing Director, R/GA

Sam Kelly  
Managing Partner, AKQA

Kaustav Bhattacharya  
Chief Technology Officer, Cohaesus

Claire Robinson  
Customer Experience Director, Kin + Carta

Eleanor Drew  
Associate Director, Content Strategy, EPAM

Andrew Dunbar  
General manager EMEA at Appnovation

2020 was the year that changed the future of customer experiences for good. Often, digital isn't the primary channel anymore; it's the only channel. And that places a whole new set of pressures on your content (and the system you use to manage it). So how do you keep your marketing human? Timely? Secure? And when 'what customers want' shifts with every new government announcement, how can brands possibly keep up?

In this roundtable in partnership with Contentful and led by their Director of Content Management Strategy Mark Demeny, we'll explore how content needs to reshape the customer experience.



DAY 2 | 11.50-12.35PM | SESSIONS  
**Roundtable**

**BIMA BRANDS COUNCIL & INGENUITY:  
HOW TO 'SHOW-UP' IN 2021**

Host - Chris Mellish  
CEO, TMW (and BIMA President Elect)

Panelists:

Dario Pagani  
Director of Brand Services, Ingenuity

Radha Davies  
Brand Development Director, UK & EMEA,  
Virgin Group

Matthew Critchley  
Marketing & Digital Consultant

Rebecca McKee  
Head of Brand & Partnerships, Ebay

Sinead Bunting  
VP Marketing, Acquisitions, Subscriptions,  
Growth, The Athletic

Russell James  
Sales & Marketing Director,  
England & Wales Cricket Board

BIMA's recent State of the Digital Industry report found that 44% of brands surveyed said they would be 'Changing their Marketing Strategy', 39% would be 'Launching new Services' and 36% planned to 'Change their Business Model' in the coming year. But what should those changes look like?

Join members of the BIMA Brands Council and Ingenuity to explore where brands should innovate and where they should play it safe in a year where the only constant is change.

We'll ask what opportunities can come out of such rapid digital acceleration. And we'll debate the channels, technologies and partners a modern marketing team should be investing in to 'show up' in 2021.



# THE EXPO

# IMMERSIVE SHOWCASE

## TOUR THE EXPO

Just like what you would expect at a physical event we have created an expo for you to explore. We have a number of virtual booths that will be open and manned throughout the event.

Whether you're inspired by a masterclass/roundtable or have a burning issue you want to discuss, do stop by a booth for a chat.

They'll be open throughout the event. Please ensure you visit and speak to the reps (real people) in the booth to see how they can help.



## IMMERSIVE GOES VIRTUAL

The Immersive Showcase was one of the biggest talking points of last year's conference. This year it's back for a special virtual edition curated by the BIMA Immersive Council. Enter via the conference platform to explore some of the latest in XR by Preloaded, Accenture and Dimension for clients including the BBC and NHS.





**BIMA**

# Conference

As a BIMA member you are connected to a vibrant, innovative network of like-minded people who are driving the future of digital.

Gain immediate business benefit with member-only access to valuable events, awards programmes, talent initiatives and much more.

Want to raise the bar? Membership also enables you to get involved in the leadership of one of BIMA's many powerful communities - to set the agenda for your region or area of interest.

If you are interested in joining or learning more about the association, please speak to a member of staff at the registration desk during the event. Alternatively, you can contact our Community Manager Anthony at: [anthony@bima.co.uk](mailto:anthony@bima.co.uk) and +44 (0)20 3808 4713