

# BIMA SPRINGBOARD & BIMA 100

6 MAY 2021

AGENDA

#BIMASpringboard @BIMA

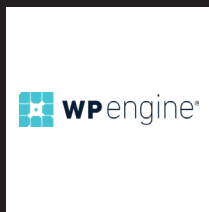
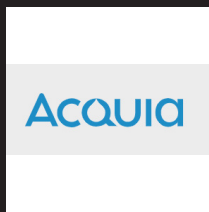
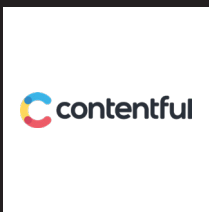
# Agenda Main Stage

Time	Where	Type	What
12:30-1:00PM	STAGE	LET'S ENTERTAIN YOU!	DJ Lawrence Friend of Tommy Agency will be on stage from 12:30-1:00pm and throughout all the breaks. Please tune in.
1:00-1:10PM	STAGE	WELCOME	<b>WELCOME TO BIMA SPRINGBOARD</b> Dan Sodergren & Matt Sullivan
1:10-1:25PM	STAGE	OPENING KEYNOTE	<b>THE LONELY CENTURY: IT'S TIME TO RECONNECT</b> Noreena Hertz Author, Speaker & Economist
1:25-1:40PM	STAGE	KEYNOTE	<b>ARE WE THERE YET? THE BEHAVIOURAL SCIENCE OF TRANSPORT</b> Rory Sutherland Vice Chair, Ogilvy UK
1:40-1:55PM	STAGE	KEYNOTE	<b>HEALTHCARE DIGITAL TRANSFORMATION - POST COVID19</b> Dr. Mala Mawkin, Digital Health Podcast Host, Royal Society of Medicine & Chief Sam Shah Medical Strategy Officer, Numan
1:55-2:25PM	SESSIONS	INNOVATIONS	<b>TAKE A LOOK AT OUR INNOVATION SESSIONS</b>
2:25-2:45PM	EXPO	BREAK & DJ	<b>VISIT OUR EXPO TO SEE SOME FANTASTIC OPPORTUNITIES FROM OUR SPONSORS</b>
2:45-3:00PM	STAGE	KEYNOTE	<b>FUTUREPROOF: HOW GEN-Z'S EMPATHY, AWARENESS AND FLUIDITY IS TRANSFORMING BUSINESS AS USUAL</b> Katy Woodrow-Hill , Global Head of Brand Kelliesha White, Brand & Cultural Impact Manager, Depop
3:00-3:15PM	STAGE	KEYNOTE	<b>WORK REBOOTED: RETHOUGHT, REMOTE, REINVENTED</b> Bruce Daisley Best selling author and Technology leader
3:15-3:30PM	STAGE	KEYNOTE	<b>SOCIETY'S SEAT IN THE BOARDROOM THE SUSTAINABILITY AGENDA</b> David Tuck, Group Chief Executive Europe, Kin + Carta Dr. Gabrielle Walker, Founder and Director, Valence Solutions
3:30-4:00PM	SESSIONS	FISH BOWLS	<b>BE PART OF OUR FISHBOWL DISCUSSIONS</b>
4:00-4:15PM	EXPO	BREAK & DJ	<b>VISIT OUR EXPO TO SEE SOME FANTASTIC OPPORTUNITIES FROM OUR SPONSORS</b>
4:15-4:30PM	STAGE	KEYNOTE	<b>THE FUTURE OF FINANCE</b> Kevin Hanley Head of Innovation, NatWest Group
4:30-4:45PM	STAGE	KEYNOTE	<b>LEADING MINDFULLY</b> Ria Ingleby Senior Manager, International Engagement, Headspace
4:45-5:00PM	STAGE	CLOSING	<b>THANK YOU</b> Dan Sodergren & Chris Mellish
5:00-6:30PM	STAGE	BIMA 100 CELBATIONS	<b>ALL WELCOME</b> Dan Sodergren & Chris Mellish

# Agenda Sessions

Time	Where	Type	What
1:55-2:25PM	SESSIONS	INNOVATION	<b>COOKIELESS FUTURE IS COMING- ARE YOU READY?</b> Tom Bianchi, Vice President Marketing, Acquia Eric Fullerton, EMEA & Lead Product Evangelist, Acquia
1:55-2:25PM	SESSIONS	INNOVATION	<b>LIFTING THE LID ON INFLUENCER MARKETING: THE STATE OF THE INDUSTRY AND WHAT NEEDS TO CHANGE</b> Charlotte Williams Founder, SevenSix Agency
1:55-2:25PM	SESSIONS	INNOVATION	<b>HOW TO NAVIGATE CONSTANT CHANGE IN THE DIGITAL-FIRST ERA</b> Liz Osterloh New Media Managing Editor, Contentful
1:55-2:25PM	SESSIONS	INNOVATION	<b>THE PAST, PRESENT AND FUTURE OF AUGMENTED REALITY</b> Faisal Galaria Chief Executive Officer, Blippar
1:55-2:25PM	SESSIONS	INNOVATION	<b>SUSTAINABLE ACCESSIBILITY</b> Leonie Watson Director, Tetralogical
1:55-2:25PM	SESSIONS	INNOVATION	<b>HOW HEADLESS WORDPRESS WILL UNLOCK THE FUTURE OF WEBAPPS</b> Jason Cohen Founder & CTO, WP Engine
1:55-2:25PM	SESSIONS	INNOVATION	<b>PUSHING THE BOUNDARIES OF TECHNOLOGY IN AN ERA OF CHANGE</b> Aiobheann O'Carroll, Head of Operations, RYOT Studio Sam Field, Director of Creative Technology EMEA, Verizon Media
1:55-2:25PM	SESSIONS	INNOVATION	<b>5 WAYS TO BUILD YOUR BRAND WITH VOICE</b> Jen Heape CCO & Co-Founder, Vixen Labs
3:30-4:00PM	SESSIONS	<b>BIMA COUNCIL FISH BOWL</b>	<b>CREATIVITY IN THE AFTERMATH</b> BIMA's Immersive & Creative Council
3:30-4:00PM	SESSIONS	<b>BIMA COUNCIL FISH BOWL</b>	<b>HOW THE PANDEMIC SHAPED OUR BEHAVIOUR</b> BIMA's Human Behaviour Council

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