

# Agenda Main Stage

Time	Where	Type	What
1:00-1:10PM	STAGE	WELCOME	<b>WELCOME TO BIMA SPRINGBOARD</b> Dan Sodergren & Matt Sullivan
1:10-1:25PM	STAGE	OPENING KEYNOTE	<b>TBC</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>FUTUREPROOF: HOW GEN-Z'S EMPATHY, AWARENESS AND FLUIDITY IS TRANSFORMING BUSINESS AS USUAL</b> Katy Woodrow-Hill, Global Head of Brand, Depop Kelleisha White, Global Cultural and Impact Manager at Depop
2:45-3:00PM	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, Kin + Carta Europe
4:15-4:35PM	STAGE	KEYNOTE	<b>THE FUTURE OF FINANCE</b> Kevin Hanley Head of Innovation, NatWest Group
4:35-4:55PM	STAGE	KEYNOTE	<b>TBC</b> James Mcerlean GM, B2B & Health, International, Headspace
4:55-5:05	STAGE	CLOSING	<b>THANK YOU</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, VP Marketing, EMEA, Acquia
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>LIFTING THE LID ON INFLUENCER MARKETING</b> Charlotte Williams, Founder, SevenSix
1:55-2:25PM	SESSIONS	INNOVATION	<b>SUSTAINABLE ACCESSIBILITY</b> Leonie Watson, Director, TetraLogical
1:55-2:25PM	SESSIONS	INNOVATION	<b>TBC</b> Jen Heape, COO, Vixen Labs
1:55-2:25PM	SESSIONS	INNOVATION	<b>TBC</b> Aoibheann O'Carroll, Senior Project Manager & Sam Field, Director Creative Technology Verizon Media
1:55-2:25PM	SESSIONS	INNOVATION	<b>HOW HEADLESS WORDPRESS WILL UNLOCK THE FUTURE OF WEBAPPS</b> Jason Cohen, Founder, WP Engine
3:30-4:00PM	SESSIONS	BIMA COUNCIL FISH BOWL	<b>CREATIVITY IN THE AFTERMATH</b> BIMA's Immersive & Creative Council
3:30-4:00PM	SESSIONS	BIMA COUNCIL FISH BOWL	<b>HOW HAS HUMAN BEHAVIOUR CHANGED?</b> BIMA's Human Behaviour Council