



BIMA Beyond The Conference

BIMA Beyond | The Conference

On 29th June the BIMA community will be coming together for a full day experience at **Ministry Venues in London**.

Hosted by **Dan Sodergren**, this four-part specially curated programme of speakers will offer industry-leading insight as they guide you through **the bigger opportunity for all of us in digital**. But it's so much more. It's about being in it together and, like with anything BIMA, it's about meeting friends and making new friends.

PART ONE. We will start the day with **Sir Martin Sorrell**, **Orlando Wood** and **Sam Conniff** who will share their unrivalled experience and insight into where the digital industry is now, where it's going next and how to make the most of it.

PART TWO. An event of this nature wouldn't be considered relevant to our industry if it didn't delve into the promise of Web3, so part two will consist of three sessions from **Mary Keane Dawson**, **Fern Miller** and **James Whatley** who will cut through the noise and explore real-use cases of blockchain technology in this new iteration of the World Wide Web.

PART THREE. The three sessions in part three, with **Lisa Merrick-Lawless**, **Yahye Siyad** and **Kara Prosser**, will focus on inspiring you and your teams to grow your businesses mindfully, ethically and with what really matters at its heart: our people and our planet.

PART FOUR. To conclude the day, we will bring all the topics together by bringing you the client-side perspective during an hour-long discussion with the help of some instantly recognisable brands. A must attend session to understand how your clients' businesses are changing and what they expect from their agencies. Hosted by **Sonoo Singh**, Co-Founder of Creative Salon with guests including **Will Harvey**, **Chris Pitt** and **Nishma Robb**.

When 09.30-20.00 Wednesday 29 June 2022

Where Ministry Venues, Elephant & Castle, 103 Gaunt Street, London, SE1 6DP

Agenda

- 09.30 **Registration & refreshments**
- 10.00 **Welcome from BIMA President, Chris Mellish**
- 10.05 **Introduction with our host, Dan Sodergren**
- 10.10 **Breathwork with Josh Connolly**
Breathwork is accessible to everyone and has the ability to give us some power over the ways that we feel. Focusing on our breathing can help to bring us back to a resting state or energise us in times of need. Use this as a divide from the outside world to clear your mind and get ready for BIMA to take you Beyond.
- PART ONE.**
- 10.25 **Sir Martin Sorrell**, Businessman, Founder & Executive Chairman of S4 Capital, *"Digital skills gap?"*
- 10.55 **Orlando Wood**, Chief Innovation Officer of the System1 Group, *"Look out"*
- 11.20 **Sam Conniff**, Entrepreneur, Author, Creator of Uncertainty Experts, *"Finding opportunity in uncertainty"*
- 11.45 **Break & refreshments**
- PART TWO.**
- 12.05 **Mary Keane Dawson**, Provocateur and Legendary Digital Media maven, *"Building your business during an economic crisis: using innovation and creativity to deliver unfair competitive advantage."*
- 12.30 **Fern Miller**, Executive Strategy Director at R/GA, *"Why social commerce changes everything"*
- 12.55 **James Whatley**, Chief Strategy Officer at Diva Agency, *"Metaverse? What metaverse?"*
- 13.20 **Lunch break, refreshments & networking**
13.45-14.15 Optional: Join BIMA's Wellbeing Council for a walk outside of the venue to stretch your legs and get some fresh air before diving back into the afternoon's sessions. Grab your lunch and meet them by the gate in the courtyard.
13.45-14.15 For our student guests: Grab your lunch and join StackAdapt in The Loft for a special introduction to the world of programmatic.
14.00-14.20 Optional: Join Josh Connolly for another breathwork session to prepare yourself for the afternoon's talks
- 14.25 **Welcome back**
- PART THREE.**
- 14.30 **Lisa Merrick-Lawless**, Co-Founder of Purpose Disruptors, *"Can advertising help reimagine the future?"*
- 14.55 **Yahye Siyad**, Diversity & Accessibility Lead at Cyber-Duck, *"Taking a walk in my footsteps – how intuition transforms the unexpected into a world of opportunities"*
- 15.20 **Kara Prosser**, Design & Social Impact Consultant, *"Design for good: The \$30 trillion dollar opportunity"*
- 15.45 **Break & refreshments**
- PART FOUR.**
- 16.05 Brand panel discussion *"Innovation stories"*, hosted by **Sonoo Singh**, Co-Founder of Creative Salon, with guests including **Will Harvey**, Head of Global Digital Innovation at Diageo, **Chris Pitt**, CEO at first direct, and **Nishma Robb**, Senior Director, Brand & Reputation Marketing at Google UK
- 16.35 **Final thoughts**
- 16.50 **Thank you and closing remarks from host, Dan Sodergren**
- 17.00 **Networking event – open bar and food in the courtyard!**
- 20.00 **Back to reality – thanks for coming to BIMA Beyond!**

Speaker details & session descriptions



Dan Sodergren, Co-founder of YourFLOCK.co.uk, host



Sir Martin Sorrell, Businessman, Founder & Executive Chairman of S4 Capital

Digital skills gap?

Having previously helmed the world's largest advertising and PR group, Sir Martin Sorrell knows a thing or two about growing high performing teams. During 2020, as the global pandemic sped up the process of digital transformation and forced the mass adoption of digital platforms, whilst many agencies contracted, S4Capital's profits grew by 20%. Clearly, as a business built around data, content and digital technologies, and one that clearly understood how the modern consumer was likely to want to engage in the future, S4Capital was built for this rapidly evolving landscape.

Wouldn't you like to know what Sir Martin knew?

For BIMA Beyond, Sir Martin Sorrell will share with us what he thinks the agency of the future will look like. And if it is even an agency. Is it culture? Is it salary? Is it ground-breaking work? Is it wellbeing boxes in the kitchen, ping pong tables in the break room and unlimited holiday? Or something else? We'll hear what Sir Martin thinks it is. And as flexible working structures become the norm, how does an agency manage overheads, so as to remain competitive? Both in terms of delivering the work, as well as attracting staff?

Every generation sees the same things in new ways. They ask different questions. Their ideas are framed by different experiences, their perspectives shaped by different environments.

We can learn as much from them as they can from us, so in an interesting twist to the traditional Q+A session, Sir Martin will be talking with a group of interns and students about what their career can look like in digital.



Orlando Wood, Chief Innovation Officer of the System1 Group, Author for Lemon

Look out

Advertising both reflects and leads culture, but recently it has changed, and not for the better. It has become rhythmic, literal, didactic. It has lost its characters, its humour and its charm. It is all part of a broader cultural shift brought about by our digital age. But why, and what might we do about it? In this eye-opening presentation, Orlando will describe how this has happened and propose an alternative; one that will benefit both advertisers and culture as a whole.



Sam Conniff, Entrepreneur, Author, Creator of Uncertainty Experts

Finding opportunity in uncertainty

Never in history has a time been more uncertain than now. You're exhausted. Burned out. Barely holding it together.

Uncertainty causes indecision, anxiety and self-doubt, while we lose confidence, connection, and productivity.

However great opportunities exist if we simply change our approach to uncertainty.

Sam Conniff has been on a tremendous journey of discovery as he dealt with his own bouts of uncertainty.

He's spoken with individuals all over the world, each an expert in their approach to uncertainty and armed with their insights and the help of some super clever academics, Sam's equipping people with the tools and confidence to combat uncertainty and transform their lives for the better.



Mary Keane-Dawson, Provocateur and Legendary Digital Media maven

Building your business during an economic crisis: using innovation and creativity to deliver unfair competitive advantage

For BIMA Beyond, Mary will explore how creative sector agency and tech businesses need to build out their strategic value proposition, build innovative new products and services that meet clients' needs in an online first citizen driven recession facing market.

Her success throughout previous economic downturns, as well as hockey stick recoveries, will be illustrated with real life case studies and examples, as well as a 'surgery session' for anyone who has specific challenges that they would like Mary to address during her talk.



Fern Miller, Executive Strategy Director at R/GA

Why social commerce changes everything

At first, the growth of shoppable content in social may seem like a simple extension to what your current social content can do.

This presentation will demonstrate why agencies should pay more attention to how people are buying in social platforms, here and abroad, because it's more than a button, it's a potential marketing revolution.



James Whatley, Chief Strategy Officer at Diva Agency

Metaverse? What metaverse?

Depending on who you believe, the metaverse is either the science fiction future of all things Web3 or it's already here and you and your business are missing out.

For BIMA Beyond, James will equip you with the knowledge and tools you need to go back to your business and be the font of all knowledge when it comes to understanding this space.



Lisa Merrick-Lawless, Co-Founder of Purpose Disruptors

Can advertising help reimagine the future?

We need to halve emissions by 2030 to stay within a 1.5 degree world. But what does this world actually look and feel like? What is the role of advertising in helping shape this new world? How can creativity and imagination help?

Join Lisa Merrick-Lawless, Co-Founder of Purpose Disruptors as she introduces the Good Life 2030 project which launched at COP26. Take part in a collective viewing of their documentary and hear about how the project aims to use the collective imagination of the advertising and comms industry to create a new vision for the future.



Yahye Siyad, Diversity & Accessibility Lead at Cyber-Duck

Taking a walk in my footsteps – how intuition transforms the unexpected into a world of opportunities

From Somalia to England and beyond, follow in former-Team GB Paralympian, entrepreneur and digital Diversity & Accessibility Lead, Yahye Siyad's footsteps in his extraordinary journey around the globe.

For **BIMA Beyond**, Yahye will share how he uses intuition to reframe challenges as opportunities to be explored, and how digital transformation was key to unlocking closed doors and can be for billions of people round the world, particularly those with disabilities.



Kara Prosser, Design & Social Impact Consultant

Design for good: The \$30 trillion opportunity

The world is facing some of the biggest social challenges our generation has ever seen, all happening at once - climate change, inequality in health care, millions of people fleeing war and violence. As a creative community we have a responsibility and the skills to help solve these complex problems, whilst opening up new and diverse revenue streams for our clients, and for us.



Brand panel discussion hosted by **Sonoo Singh**, co-founder of Creative Salon

Innovation stories

In an ever-changing digital landscape, brands are challenged to move beyond 'one size fits all'. But it's not just about VR, AI or indeed the Metaverse and crypto currencies. It's so much more. It's about how these technologies are changing every aspect of our lives—from culture to business, science to design. But if the last two years have taught us anything, it's this - the most innovative companies have proven not only resilient, but highly adept at delivering rapid change and innovation around resources, people, assets and business models. So, what does it mean to be an innovative brand?

The panel of brand leaders will share their stories to discuss how innovation drives growth and feeds into the larger cultural conversations. And how creative thinking is that lever to lead the next wave of innovation.



Will Harvey, Head of Global Digital Innovation, Diageo



Chris Pitt, CEO of first direct



Nishma Robb, Senior Director, Brand & Reputation Marketing at Google UK

Sponsors

