

DOORS - 11AM | STARTS 11:30AM

<p>Chris Hirst Founder of The Dogsboddy Group Ltd.</p>	<p>11:30</p>	<p>No Bullsh*t Leadership</p> <p>Leadership is always the problem, and better leadership the only solution. There is no leadership type. We should all learn how to do it and with the right guidance can all learn to do it well.</p>
<p>Naji El-Arifi Head of Innovation at VML Enterprise Solutions</p>	<p>11:55</p>	<p>An introduction into how we are using AI at WPP</p> <p>In a quick fire presentation, Naji aims to provide an introduction to AI, it's not all about ChatGPT! First we will explore what AI is and what it is for. Followed by how we at WPP are using the technology to help us produce better work. Finally we will talk about the elephant in the room, Generative AI and Large Language Models, unveiling how these advancements are not only reshaping industries but enhancing our ability to do our jobs better.</p>
<p>Chiara Manco Director of Creative & Media Partnerships at System1</p> <p>Emily Jones Digital Strategy & Planning Director at Gravity Road</p> <p>Katie Farmer Global Head of Production at Gravity Road</p>	<p>12:15</p>	<p>Masterclass: Creating Brand worlds imagined in AI</p> <p>Gravity Road's Hotel Chocolat campaign seamlessly integrated human creativity with Gen AI, to bring their latest brand platform to life, 'Velvetise into Happiness.' Taking audiences on a playful journey into the very heart of the Hotel Chocolat brand story.</p> <p>Along with Gravity Road, the creative effectiveness agency, System1, will talk through test results of the hero ad, uncovering the reasons behind its exceptional emotional appeal, which points to both strong long- and short-term potential.</p>
<p>Antoinette de Lisser DEI & Business Development Consultant</p> <p>Charlotte Fraser Contracts and DEI Executive, APA</p> <p>Faraz Osman Managing Director at Gold Wala</p> <p>Jasmine Dotiwala Multi-Media Reporter and Producer</p> <p>Paul Hewitt Writer and Executive Creative Director</p>	<p>12:35</p>	<p>Taboo Topics & What's Next For DEI</p> <p>Has DEI lost its way? Has there been a shift lately, a collective pushback on our efforts? Where is it coming from?</p> <p>We intend to explore uncomfortable conversations that some of us in the industry have encountered lately, and how we can navigate them - Is classism a bigger threat than racism in the UK? Are safe spaces exclusive to non-white people or those from underrepresented groups? Is DEI the first casualty on the sacrificial table in the face of budget cuts?</p> <p>This panel will discuss the advertising industry's reaction to the rise of the BLM movement in 2020, where the industry currently stands on DEI representation behind the camera, and what's to come. We've made steps forward but there's still a long way to go - let's examine the possible trajectories ahead.</p>

13:05 – LUNCH

13:35 IDEAS Awards

<p>Jamie Smith Partner and Co-Head of the Interactive Group at Sheridans</p> <p>Steve Davies Chief Executive Officer at the APA</p>	<p>13:50</p>	<p>AI Legal Update</p> <p>The legal issues around using AI content are real and moving quickly. Are AI tools infringing the copyright of people whose work they ingest? Will AI content you generate infringe the rights of third parties? Does using AI conflict with your obligations under the standard production contract? Agencies and advertisers will have to be willing to share AI risks if they want to benefit from AI tools- but so far are reluctant to do so-so how shall we address that? APA Chief Executive Steve Davies and Sheridans Solicitors Partner Jamie Smith will answer these questions and more. They presented on legal issues around AI at the UK Creativity Festival in Margate last year- since then the issues have moved on apace.</p>
<p>Curro Piqueras Parra Executive Creative Director at Dude</p> <p>Helen Anderson Marketing Director at thenetworkone</p> <p>Sagar Rege Director, LIWA</p> <p>Tamara Lover Co-founder at Production Works</p>	<p>14:15</p>	<p>Powerful Production Partnerships</p> <p>How can we all create more productive production partnerships? How can agencies and producers and the sector as a whole work more collaboratively, and examine where the new opportunities are? What should production houses understand about agencies, and what are brands asking for in terms of production for new channels or platforms? How is AI affecting the content produced and how might we all work together to ensure the best end results for clients, that are profitable at the same time? Our panel of speakers is made up of some of the best independent agencies and experts working in this space internationally to share their knowledge and insights.</p>
<p>Laurence Green Director of Effectiveness at the IPA.</p> <p>Loz Horner Strategy Partner at Lucky Generals</p>	<p>14:45</p>	<p>Effectiveness Done Proper: Three General Truths And One Great Example</p> <p>Laurence and Loz tell the story of Yorkshire Tea.</p>

15:15 – Break

15:30 Networking Session

<p>Will MacNeil Creative Director and Director at the Mill</p> <p>Colin Davis Head of Production, Experience Design at Nexus</p> <p>Simon French Head of VFX at ETC</p> <p>William Bartlett Executive Creative Director at Framestore</p>	<p>16:00</p>	<p>Text to video: An AI tidal wave coming our way?</p> <p>The newest text-to-video systems, Sora, RunwayML, and Stable Diffusion, have created excitement and concern in our industry. Will they help us do a better job or replace us? To answer that question, we have a great panel of people who have introduced AI into their businesses and are marrying VFX and AI to create exciting new opportunities for their clients.</p> <p>Chaired by Chris Boyle, Director at Private Island.</p>
<p>SPEAKERS TBA</p>	<p>16:30</p>	<p>Beyond the Score</p> <p>With the Euro's and Olympics this summer and the football and rugby world cup heading to the US over the next few years the sports industry present vast opportunities to UK Advertising. From captivating storytelling and brand partnerships to innovative digital strategies and experiential activations, this talk will delve into the key drivers behind the growth of sports marketing and its potential to shape the future of advertising in the UK.</p> <p>Chaired by Aisling Conlon, International Trade Director for UK Advertising, Advertising Association.</p>
<p>Ivan Pols Chief Creative Officer at What3words</p> <p>Janet Markwick CEO/Founder of Markwick Consulting</p> <p>Rhona Glazebrook Founder at Rhona Glazebrook Ltd</p> <p>Nicola Wardell Managing Director at Specsavers</p> <p>Nicky Russell Director at White Door Company</p> <p>James Turner Creative Director at Waitrose</p>	<p>16:50</p>	<p>Go Where the Growth Is Panel</p> <p>A panel discussion on how working with brands is unlocking new and exciting Production content opportunities. Hear from brands about the type of advertising production work that's in most demand today and why. Plus, how working more directly with brands and in partnership with agencies can open new growth opportunities beyond advertising.</p> <p>The panel will be examining;</p> <ul style="list-style-type: none"> • How brands view the changes in the communication landscape, why it's changed and what it means for making marketing assets. • What (new) forms of production brands are most in need of these days. • Share examples of the type of work brands are doing with production companies as a result of these changes. • What new opportunities there are for different types of growth, beyond advertising, in brand organisations.
<p>Matt Hill Research & Planning Director of Thinkbox</p>	<p>17:25</p>	<p>In Sight: new trends in TV</p> <p>Ad-supported TV has transformed itself in recent years as TV companies successfully developed and launched streaming platforms. They are growing at pace, and now are joined by TV advertising newcomers such as Amazon Prime Video, Disney+, and Netflix. The TV opportunity is expanding further and faster than ever before for brands. In this session we put everything in perspective and context, from how TV viewing is really changing, why, and what impact new advertising-funded TV platforms are having.</p>
<p>Deborah Casswell Executive Creative Director at Nexus Studios</p>	<p>17:40</p>	<p>Headspace XR: A playground for your mind</p> <p>Join Nexus Studios' Executive Creative Director, Deborah Casswell as she unveils the "why" and "how" behind this first-of-its-kind XR product from Headspace, Meta and Nexus Studios.</p> <p>Headspace XR is an immersive playground for the mind where users can move, play, meditate and explore an open world with their friends, all while learning lifelong mindfulness skills they can benefit from in the real world.</p>

18:00 - 20:00 AFTERPARTY