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V/HITESPACE

Thursday, 15 June

9am Registration, tea/coffee

10am Laura Sutherland - Welcome

10.10-10.50 Andy Barr, 10 Yetis – Influencer relations

10.50 – 11.30 Panel session Chaired by Sarah Hall – the wider conversation about diversity

Anne Groves from Taylor Bennett Foundation, Mary Whenman, President of Women in PR, Ronke Lawal, Founder, Ariatu PR and Ethan Spibey, Chair of PRCA's LGBT Group, will participate in a panel session chaired by #FuturePProof's Sarah Hall.

11.30-12.15 Hack –run by Stephen Waddington, Partner, Chief Engagement Officer at Ketchum & visiting Professor in Practice

12.15 – 13.00 Express Lunch and PwC Cyber attack simulator

13.00 – 13.40 Nick Jones, Formerly No.10 and Visa Europe - CSR Fit for Today and Tomorrow.

13.40 – 14.10 Craig McGill, PwC – Cyber Security

14.10-14.30 Break

14.30-15.10 Paul Hughes, Channel Editor, STV Group plc

15.10 – 16.00 Sarah Hall, #FuturePProof

16.00 -16.45 Rich Leigh, Founder & Director of Radioactive PR on his new book, Myths of PR. Cunning stunts – a relic of a bygone age or a useful PR tactic?

16.45 – 17.30 Networking and PwC Cyber attack simulator 'Game of Threats'





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Friday, 16 June

9am Registration, tea/coffee

10am Laura Sutherland - Welcome

10.10-10.50 John Brown, Hotwire PR – Dispelling Myths

10.50 – 11.30 Amanda Coleman, Greater Manchester Police – Sitting within the crisis 'war room'

11.30-12.15 PRCA's Director General, Francis Ingham - global PR trends

12.15 – 13.00 Express Lunch

13.05 – 13.45 Jim Hawker, Threepipe – Driving performance through earned media

13.45 – 14.25 Sarah Pinch and Bridget Aherne – Working with and influencing the board

14.25-14.40 Break

14.40-15.10 Paul Sutton, Mental Health in PR

15.10 – 16.00 Andrew Smith, Escherman – using data and analytics to inform strategy

16.00 - 17.00 Jerry Ward - Measurement and evaluation

17.00 Drinks in a local bar!

