

# UK EVENTS SUMMIT

In Partnership with WSA, In Association with Cube International



LANCASHIRE COUNTY CRICKET CLUB, EMIRATES OLD TRAFFORD

23 FEBRUARY 2022

TIME (GMT)	ROOM 1 - MAIN STAGE	ROOM 2 - END ROOM	ROOM 3 - 1864 SUITE
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<b>09:00 - 09:15</b>	<b>WELCOME &amp; KEYNOTE</b> Daniel Gidney, Chief Executive Officer, Lancashire County Cricket Club, Emirates Old Trafford		
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<b>09:20 - 10:05</b>	<b>SUSTAINABILITY AND YOUR PART IN IT</b>	<b>HOW TO EXPLOIT YOUR RIGHTS TO INCREASE YOUR REVENUES</b>	<b>SAFE AND SECURE EVENTS IN 2022 - EVERYTHING THE SAME ONLY DIFFERENT</b>
	Sponsored by Cube 	Sponsorship by MediaKind 	Sponsored by G4S 
	Judith Rowan Global Host Cities Director E-Bike GP Series and STM Programme	Chris Hornbuckle Chief Executive Officer Sports Optimus	Eric Stuart Chair UKCMA
	Teresa Moore Director A Greener Festival	Tom Sammes Head of Strategy The Jockey Club	Paul Williams Head of Security The 02
	Jon Drape Director Engine No.4 - Led 'Escape to Freight	Rob Hutchison Head of Commercial Rugby League World Cup 2021	Joanne Burke Security Manager D.F Concerts

<b>10:15 - 11:15</b>	<b>THE MANCHESTER BOMBING - CONVERTING PRIVATE TRAGEDY TO PUBLIC SAFETY</b>	<b>INCREASING DIVERSITY AND WHAT IT MEANS TO YOU</b>	<b>CLOSED SEPARATE SESSION</b>
	Sponsored by Thridium 		Room - 1864 Suite Sports Grounds Safety Authority (SGSA) & Local Authorities for Events Organisers LAEOG)  
	Figen Murray Safety and Security	Ben Whur Director Proud Events	
	Nick Aldworth Martyn's Law Consultant	Steve Dering CEO Direct Access	
	Jordan Guard Managing Director Women's Sports Alliance		






<b>11:15 - 11:45</b>	<b>BREAK</b>		
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11:45 - 12:30	NATIONAL GOVERNING BODIES (DOMESTIC)	THE SECRET OF MASS PARTICIPATION EVENTS	MAJOR EVENTS SECURITY AND RISK MANAGEMENT
	Sponsored by  Nielsen Nielsen Sport	Sponsored by Let's Do This 	Sponsored by  ISRM
	Jonny Hamp Director of Events British Triathlon	Gary Wright Chief Operating Officer The Great Run Company	David Rubens Executive Director ISRM
	Simon Johnson Director Iventis	Andrew Smith Operations Director London Marathon	Andrew Palmer Chief Executive Officer Baseline Plus
	Nicky Widdecombe Event Manager England Hockey	Matt Wood Co-Founder RunThrough	Steve Laws Chief Executive Officer Taylor Bridges
		Nick Rusling CEO Human Race	Mark Chapple Managing Consultant SRSRM Ltd
12:30 - 13:30	LUNCH		
13:30 - 14:15	GREAT CITY ACTIVATION 	LIVE EVENT INNOVATION TO SURVIVE AND THEN THRIVE	
	Sponsored by Iventis	Sponsored by What 3 Words 	
	Susan Lees City Events Manager Culture Liverpool	Ian Reid Chief Executive Birmingham 2022	
	Phil Smith Chairman iXpole	Jon Dutton Chief Executive Rugby League World Cup	
	Mark Thomas Asia Director E-Bike GP Series	Steve Davies Operations Director Emirates Old Trafford	

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14:25 - 15:05	WHERE SHOULD I HOLD MY EVENT?	WHAT DO SPONSORS WANT?	OPPORTUNITIES AND THREATS: LOOKING AHEAD TO THE 2022 EVENTS LANDSCAPE
	Sponsored by You.Smart.Thing 	Sponsored by Identity 	Sponsored by Miller Insurance 
	Tracy Halliwell Director of Tourism, Conventions & Major Events London & Partners	Matthew Leopold Head of Brand PR and Content Marketing LexisNexis	Rebecca Stewart Cambridge Folk Festival Operations Manager Cambridge City Council
	Jen Falding Strategic Lead For Major Sports Events Liverpool City Council	Christian Fizia Sponsorship Insights & Operations Manager Kindred Group plc	Steve Heap Secretary General, Association of Festival Organisers
	Joel Lavery Strategic Lead Major Sporting Events West Midlands Growth	Patrick Nally President International Federation of Match Poker	Craig Mathie Managing Director Bournemouth 7's
15:05 - 15:35	BREAK		
15:35 - 16:20	UK PINNACLE SPORTS EVENTS	ESPORTS	LIVE EVENT INNOVATION TO SURVIVE AND THEN THRIVE
	Hosted by UK Sport 	Sponsored by Smyle 	Hosted by Mash Media 
	Stuart Campbell Championships Director World Gymnastics 2022	Oliver Weingarten CEO Ldn United	Jane Beese Head of Music Manchester International Festival
	Jonathan Rigby Director Commercial Marketing & Communications UCI Cycling World Championships 2023	Alex Shaw Co-Founder NJ Live	Laura Armstrong Senior Event Producer Loud Sound
Yuri Matischen Managing Director MLS Contracts	Dave Martin Co-Founder British esports Association	Mark Davyd CEO Music Venue Trust	

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16:30 - 17:00	<p><b>UPDATE MESSAGE FROM SECRETARY OF STATE</b> Rt Hon Nadine Dorries MP, Secretary of State for the DCMS</p> <p><b>ADAPTING TO THE NEW NORMAL: INNOVATION DESIGNED TO SUPPORT THE EVENTS INDUSTRY</b></p> <p>Presented by Cignpost </p> <p>Jim Winship, Secretary, The Events Industry Forum - Brief on Purple Guide Simon Hughes, Founding Partner, One Industry One Voice Peter Heath, Managing Director, PLASA #wemakeevents</p>		
17:00 - 17:10	<p><b>CLOSE</b> Cllr. Andrew Western Deputy Chair LGA Culture, Tourism &amp; Sport Advisory Board</p>		