



Changing the Narrative: From Surviving to Thriving

DRAFT PROGRAM

Schedule will be repeated AM and PM to accommodate all time zones.
Detailed schedule will be released by 27 November

DAY 1

- Welcome
- Official Opening
- Industry Leader Interview
- Why did we miss that? Existing Assets. New Value. On Purpose. Tony Bonney and Chris Robb
- The Power of Storytelling - Creating Everyday Heroes
- MPW Trailblazers Announcement
- High Octane Triathlon - a Racing Partnership Case Study with Sam Renouf
- Networking Break
- La Liga Case Study with Russel Tan
- Innovation Spotlight
- In the Hot Seat with Tony Bonney
- Return to Live Events Research Findings: Tom Kerry
- PANEL with Moderator James Hogbin
- A New Innings - Manoj Badale in conversation with Ravi Krishnan
- Wrap up of Day 1 with Chris Robb
- Networking BYO Drinks or Coffee

DAY 2

- Welcome
- Transition Support Workshop with Helen Soulsby
- The Story that Can Make or Break You with Janet Hogan
- Innovation Spotlight
- Sustainability Workshop with Caroline Darcy
- Networking break
- Diversity and Inclusion Panel with Moderator Mary Wittenberg
- In the Hot Seat with Tony Bonney
- The Future of This Run with Michelle Taylor
- Innovation Spotlight
- Personalising the Participant Story with Data-Driven Marketing with Sam Middlehurst and Tim Johnstone
- The Gifts of Disaster
- Closing remarks