

**DOORS - 11:20AM / INTRODUCTION 11:45AM**

<p><b>Orlando Wood</b> System 1</p>	<p>11:50</p>	<p><b>Selling the Spectacle</b> There have long been two schools of advertising; Showmanship and Salesmanship. Both are important, and each supports the other, but of the two, it's Showmanship that's the more important for profit and growth. Hear Orlando Wood, global thought-leader on creative effectiveness and author of Lemon (2019) and Look out (2021), describe the two schools, some of the key creative principles of Showmanship and how we might make the business case for the Spectacle again today.</p>
<p><b>4creative</b> <b>Charlie Bettice</b> Head of Production <b>David Wigglesworth</b> Executive Creative Director &amp; Creative Partner <b>Miketta Lane</b> Director</p>	<p>12:15</p>	<p><b>Don't Just Launch It. Make It Talk</b> A conversation exploring how 4creative's campaigns for Educating Yorkshire and Dirty Business got people talking by leaning into authentic stories and the unexpected. Featuring Miketta Lane (Director) and David Wigglesworth (Executive Creative Director), moderated by Charlie Bettice (Head of Production).t</p>
<p><b>Amy Kean</b> CEO &amp; Creative Director at Good Shout</p>	<p>12:40</p>	<p><b>A Robot Could Never</b> How to Own the Messy Bits of Being Human</p>
<p><b>James Wood</b> Head of Production at BBC Creative <b>Olivia Atkins</b> Craft Editor at Little Black Book <b>Yannis Konstantinidis</b> Co-Founder at Nomint</p>	<p>13:05</p>	<p><b>TRAILS WILL BLAZE</b></p>
<p><b>Aisling Lancaster</b> Head of Brand &amp; Advertising at Currys <b>Charlotte Fraser</b> Head of Diversity, Equity &amp; Inclusion at APA <b>Christine Hemphill</b> Founder at Open Inclusion <b>Sam Williams</b> Strategy Director at AMV BBDO</p>	<p>13:30</p>	<p><b>Sigh of Relief</b> Currys, AMV BBDO and Open Inclusion share their learnings from their winning Channel 4 Diversity in Advertising Award idea: Sigh of Relief. A chance to hear first-hand how they unlocked the creative power in accessibility, co-created with the community to bring humour to the issue and are now adopting accessible practices across all their comms.</p>
<p><b>13:55 -14:40 BREAK</b></p>		
<p><b>Sally Pritchett</b> Co-Founder &amp; Director of Production at Chuckles Studio <b>Nikki Cramphorn</b> Co-Founder &amp; Director of Production at Chuckles Studio <b>Richard Brim</b> Founder &amp; CCO at Ace of Hearts</p>	<p>14:40</p>	<p><b>What actually IS the Future of Advertising?</b> Chuckles Studios have put this HUUUUUGE question to 30 of the Industry's Leading Lights ... from Clients to Creatives, Strategists to Specialist Sound Guys, from Creative Directors to Creative Production Consultants, from Founders of Film Companies to CEO's, Editors &amp; Music Maestros. And alongside Special Guest Mr Richard Brim - Founder &amp; CCO of Ace of Hearts will interrogate their answers on where Planet Advertising is heading..... is into the AI Abyss or is there still a Human Heartbeat at the centre of it all. Come along &amp; find out.</p>
<p><b>James Hilditch</b> Executive Creative Director &amp; Founder at Bear Jam <b>Luiza Cruz-Flade</b> Executive Producer at Territory Studio <b>Morgan Whitlock</b> M.D &amp; Executive Producer at The Sweetshop <b>Ramy Dance</b> Co-Founder at Common People Studio <b>Tim Katz</b> Managing Director at Knucklehead / Airhead</p>	<p>15:05</p>	<p><b>AI - We're on it!</b> Production companies have moved to the next stage of AI- embracing it as a production tool.  What is it good for in practice? What isn't it so useful for and what the business model of an AI-driven production company looks like - these are the key AI discussion points for 2026, and the focus of this panel featuring production companies that have fully embraced AI.</p>
<p><b>EXPLORERS CLUB STUDIO</b> <b>Aaron Skipper</b> Creative Director &amp; Co-Founder <b>Ayo Fagbemi</b> Strategy Director &amp; Co-Founder</p>	<p>15:30</p>	<p><b>Timing as cultural and commercial advantage in creativity.</b>  A lesson from the experiences that helped us create the patterns we use to create timeless and timely brands.</p>
<p><b>Aaron Hutchinson</b> Owner at The Hutch Consultancy</p>	<p>15:50</p>	<p><b>RAB (revenue above budget): The number you aren't tracking but definitely should be...</b>  Most creative businesses obsess over the client's budget and treat it as the finish line. But there is a secret number that tells the real story of your business: RAB. Revenue Above Budget is the ultimate proof that you've stopped taking orders and started leading the sale. In this 20 min talk, we're going to look at why your best work happens when you stop treating a client's budget as a ceiling. I'll show you how providing strategic options (based on value) doesn't just increase your bottom line, it actually changes the way you're perceived by the client.</p>
<p><b>16:10 - 16:25 BREAK</b></p>		
<p><b>Emma Sexton</b> Founder at Inside Out Community <b>Helen Jones</b> Executive Creative Producer at Asahi <b>Jais Holm Skylvard</b> Chief Creative Officer at Arla Foods/The Barn <b>Jenny Cobelli</b> Head of Creative at Domino's</p>	<p>16:25</p>	<p><b>Full House - What in-house creative leaders need from production agencies</b>  In the era of commercial creativity, in-house creative teams sit closer to business problems than ever, driving speed, agility, and impact. But no in-house creative team works alone. This panel explores where production agencies add value, how to build smarter collaborations, and what it takes to create high-performing, trust-led partnerships that deliver great creative results.</p>
<p><b>UNTOLD STUDIOS</b> <b>Darren O'Kelly</b> CEO &amp; Co-Founder <b>Rochelle Palmer</b> MD &amp; Co-Founder</p>	<p>16:50</p>	<p><b>Uncompromising - Why Craft Matters Now More Than Ever</b>  As technology accelerates and AI reshapes the industry, the pressure to move faster (and cheaper) has never been greater. This conversation explores why the opposite matters more than ever - why true craft, creative conviction, and independent thinking are becoming the defining advantage.</p>
<p><b>Anna Ganley</b> Chief Executive at Society of Authors <b>Deborah Annetts</b> Chief Executive at Independent Society of Musicians <b>Derek Bazell</b> Publications and Membership Manager at Association of Illustrators <b>Isabelle Doran</b> Chief Executive at Association of Photographers</p>	<p>17:10</p>	<p><b>Brave New World? Justice for Creators in the Age of AI</b>  'Creators' Stark Warning to Government' - hear from four creator-led industry bodies who, earlier this year, published the report "Brave New World? Justice for Creators in the Age of AI" on the impact of gen-AI across five creative industry sectors, affecting photographers, illustrators, musicians, writers and actors.</p>