



**Day 1 - Thursday 8th February**

TIME	SESSION
10:30	<b>Breakfast</b>
11:00	<p><b>Welcome to the Big TV Festival</b> Kicking off the day, hear from our united team. Matt Salmon, Head of Agency &amp; Client Sales at Channel 4, Rachel Bristow, Director of Client Partnerships &amp; Collaboration at Sky and ITV's Deputy MD Commercial, Simon Daghish will let you know what we've got in store for you across the two days before introducing you to our hosts, Scarlett Moffatt and Jamie Laing.</p>
11:20	<p><b>The People Behind the Magic</b> We'll be discovering the real people behind the magic of television and taking a peek into the heart of the biggest entertainment shows on telly, looking at how our incredible dramas grip the nation and how we're uniquely placed to capture the minds of today's youth audience.</p> <p>We'll be joined by:</p> <ul style="list-style-type: none"> <li>- Sarah Dillistone (Executive Producer) and Dominic Bird (Head of Formats, Music &amp; Education, Channel 4)</li> <li>- Joe Mace (Entertainment Commissioner, ITV)</li> <li>- Nick Love (Producer, Sky) in interview with Cameron Roach (Commissioning Editor, Sky)</li> </ul>
12:40	<p><b>Breakout session: State of the Nation Quiz</b> The advertising industry is pretty unique. We're generally educated, upmarket, London-centric and time-poor and this shows through in our lifestyles, attitudes and behaviour – particularly when it comes to technology and media. This fun, interactive session will test how in-touch we are with the UK population and their relationship with media and advertising.</p> <p>Hosted by Scarlett Moffatt</p>
12:40	<p><b>Breakout session: Switched On: The Technology Behind the Screens</b> A light-hearted panel discussion led by Jamie Laing, exploring the technology behind TV. The technology behind the UK's TV consumption today is hugely advanced and world-class – providing huge potential for advertisers. 3 of our top experts take us through the story.</p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>- Steve Bignell (Sales Director, ITV)</li> <li>- Jon Lewis (Head of Digital Partnerships &amp; Innovation, Channel 4)</li> <li>- Jamie West (Deputy MD, Sky Media)</li> </ul> <p>Hosted by Jamie Laing</p>
13:10	<b>Coffee break</b>
13:30	<b>Swap Breakout sessions</b>
14:10	<p><b>The Art of Effectiveness</b></p> <p>Two of the industry's effectiveness gurus will talk about why marketing effectiveness is in jeopardy and how we can address this, with the help of good research and planning rigour.</p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>- Kate Water (Chief Strategy Officer, Now)</li> <li>- Nick Pugh (Head of Effectiveness, Ebiquity)</li> </ul>
14:45	<b>Lunch</b>
15:40	<b>Comedy set with Chris Ramsey</b>
16:00	<b>My TV Story</b>

	<p>Speakers:</p> <ul style="list-style-type: none"> <li>- Ros King (Director of Marketing Innovation and Communications, Lloyds Bank)</li> <li>- Abi Pearl (Head of Advertising, Giffgaff)</li> </ul> <p>Hosted by Kate Bulkley (Media Commentator &amp; Presenter)</p>
17:00	<p><b>Creative Carousel</b></p> <p>Lindsey Clay, CEO of Thinkbox, grills two of the UK's top creative directors on life, the creative universe and everything from the secret of successful creativity and what makes a great idea to their personal inspirations and their best (and worst!) work. What can clients and agencies do to get the very best work onto screens everywhere and create TV ads that grip the nation. All will be revealed on the Creative Carousel...</p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>- Chaka Sobhani (CCO, Leo Burnett)</li> <li>- Rosie Arnold (Head Of Art, AMV BBDO)</li> </ul> <p>Hosted by Lindsey Clay (CEO, Thinkbox)</p>
17:30	<p><b>How the Rise of Digital Has Converted Me to TV</b></p> <p>Speaker: Rory Sutherland (Vice Chairman, Ogilvy)</p>
18:15	<b>Guest head back to their cabins</b>
20:30	<b>The evening entertainment begins</b>
01:00	<b>Evening closes</b>

## Day 2 - Friday 9th February

09:00	<b>Breakfast</b>
10:00	<p><b>Educating Adland with Head Teacher Mr Povey</b></p> <p>Speaker: Drew Povey (Headteacher, Educating Manchester)</p>
10:40	<p><b>AI and the Future of Business</b></p> <p>We're joined by Dr Daniel Hulme, CEO &amp; Founder of Satalia, specialists in Machine Learning and Artificial Intelligence. With a unique passion for A.I. and algorithms, he's going to be bringing the subject to life and telling us all the gritty details about the next big advances in technology and how it will affect the industry we work in.</p> <p>Speaker: Dr Daniel Hulme (CEO &amp; Founder of Satalia)</p>
11:00	<p><b>TV Tech Evolution</b></p> <p>Since 1967, industry experts have gathered at the Consumer Electronics Show to introduce and discover the latest and greatest consumer facing technologies. Today, CES is the world's gathering place for all who thrive on the business of consumer technologies. Taking place in Las Vegas, Nevada, CES is attended by more than 170,000 people, 3,900+ exhibiting companies, and 7,000+ media from around the world. It is here that the best of television technology takes center stage. This session will highlight the best of CES 2018's television announcements with a focus on technology, form factors, features, and a look toward the future.</p> <p>Speaker: Adam Zuckerman (Director - Ventures &amp; Innovation, Discovery)</p>
11:20	<p><b>The Future of TV for ITV, Sky &amp; Channel 4</b></p> <p>It's time for Wavemaker MD Anna Hickey to grill the Broadcaster Bosses. Joined by ITV's Kelly Williams, Sky's John Litster and Channel 4's Jonathan Allan, it's a chance to find out everything you've never dared to ask and more - with your own opportunity to pose those all important questions. We'll be discovering just what the future holds for television.</p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>- Kelly Williams (Managing Director, ITV Commercial)</li> <li>- Jonathan Allan (Sales Director, Channel 4)</li> <li>- John Litster (Managing Director, Sky Media)</li> </ul> <p>Host: Anna Hickey (Managing Director, Wavemaker)</p>
12:15	<b>Guests depart</b>