

SEMINARS

programme



9:20AM – 10:00AM

Discussion: Marketing tips for every event

Panel led by Anthony Booty, Client Services Director, Guardian Display

Get ready to be taken on a journey through the event marketing process starting with the marketing of an event, how to successfully get sign-ups, the successes and pitfalls of branding the event, and how the hired venues like to work.



10:25AM – 10:50AM

Running effective virtual and hybrid events

Jamie Vaughan, Chief Commercial Officer, Glisser

2018 has seen a surge in interest in virtual and hybrid events running instead of or alongside physical get-togethers. Understand the 'pros', 'cons', 'ins' and 'outs' in this interactive session.



11:15AM – 11:55AM

Discussion: What is really important to buyers during contract negotiations?

BNC Buyer Panel – Eventprof Discussion

Meet the panel of buyer experts speaking boldly about what they are looking for in terms of contracting, clauses and, most importantly, the negotiation of the contract. Supplier panel members will give their side.



12:20PM – 12:50PM

Smarter Marketing for Your Events

Sabeha Mohamed, Head of Demand Generation, and Thomas Knights, Senior Business Development Manager, Registration & Ticketing, Eventbrite

It's getting harder to reach and market to potential event attendees; traditional marketing channels are getting more crowded and customers more discerning about how they spend their time and money. Learn how to leverage facebook and LinkedIn marketing, your own website, and other online channels to efficiently sell out your next event.



Participate with glisser:

Glisser's award winning audience engagement software shares presentation slides to delegates' devices in real-time, then uses audience interaction – Q&A, polling, social feeds, private notes – to improve the attendee experience and provide useful event analytics. It's simple for event organisers to set up, and requires no audience download. Thanks to Glisser for providing us with this tool today.

www.glisser.com



1:10PM – 1:35PM

From Losses to Profit – a fascinating and inspirational talk from a superfoods entrepreneur

Julianne Ponan, health food entrepreneur, Creative Nature

Sponsored by Performing Artistes

At 22 years old, Julianne Ponan acquired Creative Nature, a superfood brand struggling with heavy losses. Within 18 months she had put the company back into profit, raised the brand's profile and launched new products. Soon after, she became the youngest winner of the Natwest Everywoman Artemis Award for female entrepreneurs. Listen to her inspiring story.



2:00PM – 2.40PM

Discussion: Event Trends and New Tech - how to keep your events on trend, on budget, on message

BNC Buyer Panel – Eventprof Discussion

With event trends and tech being developed at a terrifically fast pace the buyer members of our panel will discuss how they learn and harness new skills and stay abreast of the challenges and changes. Suppliers will be on hand to share know-how and advice.



3:05PM – 3:45PM

Discussion: Invaluable tips for ensuring sustainability at your events

BNC Buyer Panel – Eventprof Discussion

Our panel of buyers and sustainability experts discuss creative solutions for even the most complicated of events in challenging industries such as plastics and energy. Be inspired by leading ideas and follow simple steps towards running cost conscious events that leave less of an environmental impact.