



# Future High Street Summit 2019

## 19th March: Digital, Innovation & Technology

### Future High Street Summit - Digital, Innovation and Technology Conference

#### Agenda: Tuesday 19th March 2019

8:45 - 9:30	Registrations & Arrival Refreshments: Adams Suite
	Conference presentations take place in Hooley Suite
9:30 - 9:45	Welcome and Opening Address, Clare Bailey, Founder, Future High Street Summit
9:45 - 10:15	Ojay McDonald, CEO of ATCM : "From Step Change to Exponential Change: The Revolution Has Begun" This session will be about providing a sense of perspective to the change which high streets are exposed to. Firstly, in terms of a clear generational shift as the consumers of tomorrow inhabit very different behaviours, but more broadly with regards to wider society and economy.
10:15 - 10:45	Diane Wehrle, Insights and Research Director, Springboard Research. Diane will talk about the importance of data, insights and analysis, how to use it, what to understand from it, and, what the future may hold as a result of the intelligence that Springboard has gathered on trends.
10:45 - 11:15	Mid-Morning Break: Future High Street Expo in Adams Suite
11:15 - 11:45	Setting the Scene - The Future is Digital - Hooley Suite Keynote presentation by Brendan Keegan, IPM
11:45 - 12:45	Innovation, Digital and Technology presentations and discussion forum - Hooley Suite 3-4 speakers from organisations with great case studies will speak for no more than 10 minutes each to introduce how they have added value, quickly and cost effectively, to town centres and organisations, focusing on how using insights from data and information can be used to make decisions around place management and to be able to better understand the needs and wants of those that use a place. Then it is over to the audience for up to 20 minutes of discussion - opportunities to share your ideas, thoughts, experiences and, of course, to quiz our expert speakers on how they have enabled other towns to achieve their objectives. Nick Richardson - The Insights People Dan Coombs - Elephant WiFi Polly Barnfield, OBE - Maybe* Emily Knight - Marketing Gloucester
12:45 - 13:45	Lunch and Networking time: Future High Street Expo in Adams Suite
13:45 - 14:45	Innovation, Digital and Technology presentations and discussion forum - Hooley Suite 3-4 speakers from organisations with great case studies will speak for no more than 10 minutes each to introduce how they have added value, quickly and cost effectively, to town centres and organisations. The focus of this session will be 'What is the Digital High Street?' What are the digital solutions making a difference? What are the solutions available for an improved customer experience and for Place Managers to better manage contractors and operational activities. Then it is over to the audience for up to 20 minutes of discussion - opportunities to share your ideas, thoughts, experiences and, of course, to quiz our expert speakers on how they have enabled other towns to achieve their objectives. Sophie Hainsworth - LoyalFree Lez Cope-Newman - Loughborough BID Dr Jackie Mulligan - ShopAppy
14:45 - 15:15	Mid-Afternoon Break: Future High Street Expo in Adams Suite
15:15- 16:15	Innovation, Digital and Technology presentations and discussion forum - Hooley Suite 3-4 speakers from organisations with great case studies will speak for no more than 10 minutes each to introduce how they have added value, quickly and cost effectively, to town centres and organisations. Innovations - What does the future hold? Focusing on the things that may change the customer experience of using a place Then it is over to the audience for up to 20 minutes of discussion - opportunities to share your ideas, thoughts, experiences and, of course, to quiz our expert speakers on how they have enabled other towns to achieve their objectives. Sven Latham - Chichester BID Clare Bailey - Mobaro Retail Alex Schlagman - SaveTheHighStreet.org
16:15 - 16:30	Clare Bailey: Closing words
16:30	Delegates depart - we look forward to welcoming you at our next event!