



THE ANDAZ HOTEL LONDON APRIL 13

OBJECTIVE

Quantifying a creative concept from inception to delivery and beyond is no easy task.

Which is one of the driving reasons behind the launch of ICETALK, a thought leadership event where 20 Global Corporate Event Directors will gather together for a morning brainstorming session to share experiences and future gaze the role of Creativity in Corporate Events.

SPONSORED BY

ANDAZ™ | LONDON
LIVERPOOL STREET



HOST

ANITA HOWARD ICETALK

SPEAKERS

1 WAYNE HEMINGWAY

HEMINGWAY DESIGN & RED or DEAD

2 ADRAIN CADDY FOUNDER GREENSPACE

3 CAROLINE BEE & CHRISTOPHER PASK PICO

4 MIKE PHILIPSON BLITZ/FIRST DIRECT

FACILITATOR

ROY SHEPPARD

DETAILED RUNNING ORDER/SPEAKERS & CONTENT

TIME

08.30-09.30



Breakfast/intro/Share/Icebreaker

Roy Sheppard says hello whilst delegates network over breakfast.

09.30-09.40



Welcome

ANITA says hello and consolidates the morning's objectives and touches on potential take-aways.

09.40-09.45



Let's begin

Roy overviews creativity and its potential within the event sector

09.45-10.00



Creativity as I see and done it

WAYNE outlines his perception of what is creativity, where you get it from, how you can use it, why it's crucial and demonstrates some examples of stuff he has done and the outcomes. Finishing up on how the Corporate Events sector should go about embracing and absorbing creativity in every step of their working day.

10.00-10.30



So what?/Coffee

ROY discusses some of Wayne's. Coffee served. Delegates network.

10.30-10.45



ADRIAN Outlines Greenspace's mantra. To work with forward-thinking organisations to develop legacy-driving ideas that generate positive and lasting value. It's called Creating Legacy™.

10.45-10.55



Coffee refills etc **ROY** covers the points discussed so far.

10.55-11.10



Over my dead body

Mike Takes us through his challenges defending the First Direct brand when under pressure to close it down. He will demonstrate how he used Creativity to shift perceptions and attitudes to retain and successfully relaunch the First Direct brand.

11.10-11.20



Coffee refills etc **ROY** covers the points discussed so far.

11.20 -11.35



Pony tail meets suit

CAROLINE talks us through the crucial need to weave the creative thread throughout the event journey and discusses the communication and relationship of the so-called left and right brain when creativity meets business driven objectives.

11.35-11.45



What do you think of it so far?

ROY pulls out some of presentation and summarises the main outcomes of the morning.

11.45-12.45



Cook your own Lunch

Sushi lesson, Lunch and lots more Chitchat

12.45-12.50



Thankyou

ANITA thanks everyone and revisits objectives and ask the question Was this brilliant?

Registered Attendees

AECOM	Head of Events
AstraZeneca	Global Events Director
BBC	Head of Events
Cap Gemini	Client Engagement Director
Centaur Media	Group Event Director
CNN	Senior Marketing
DHL Global Forwarding Ltd	Head of Global & European Events
EY	Brand, Marketing and Communications Director
EY	Director, Global Strategic Events Leader
GES Blitz	MD
Global	Head of Corporate Fundraising and Events
Goldman Sachs	Co-Head of Events
Greenspace	Founder/Director
Hawthorn	Account Director
ICE	Director
ICE	Director
JCB	Co-Head of Events
Mvine Ltd	Director
NewBlack Events Ltd	Director
Pfizer	Global Congress Lead
PICO	MD
Regie	Director
Santander UK	Head of Events & Divisional Sponsorship (Acting)
SAP (UK) Ltd	Head of Global & European Events
SEC	Director of Conference Sales
Shell	Head of Events - Events & Exhibitions Team

Sky	Head of Events
Stroke Association	HEAD OF EVENTS
the Faculty	Founder and Director of Atmosphere