

27TH EDITION

INDEX 2015-2016

THE DIRECTORY OF BUSINESS, MOTIVATIONAL & AFTER DINNER
SPEAKERS, PRESENTERS, COMEDY & MUSICAL ARTISTS
FOR CORPORATE & INDUSTRY EVENTS

SPEAKERS, PRESENTERS & PERFORMERS
TO INSPIRE, EXCITE, INFORM
& ENTERTAIN LIVE AUDIENCES





INSPIRATION

LEVISON WOOD

P21



DISRUPTION

FUTURE PRESENT

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SENSATION

ELLIE GOULDING

P133

Welcome to the 2015-2016 Index, the guide to booking speakers, presenters and performers for live events. This edition includes a special 7-page speaker feature on Disruption, how to spot the opportunities and understand the risks. There's also an extended Entertainment section. In all there are 650 new and updated entries to help inspire, inform, impress and reward your audiences.

On 1st September JLA celebrates 25 years of uncovering talent and delivering headline names. Keep an eye on our site for details of events to mark the anniversary, starting in Autumn 2015.



JLA.CO.UK

The new-look jla.co.uk is faster, bigger and easier than ever before. As well as searching 1,000+ speakers, presenters and performers you can...

- Watch exclusive JLA interviews with business leaders, motivators, economists and futurists – and entertainers
- Find out who our agents especially recommend, and why!
- See details of Speakers Breakfasts and The Real Variety Show
- Forward your own shortlist to colleagues and clients at the click of a button
- Share feedback on speakers and talent you have worked with, and check out those you're thinking of booking



AGENTS OF CHANGE

Thanks to the generosity of talent and corporate clients, JLA has funded two classrooms and a basic medical centre in Madagascar. Our next project is to build a dedicated primary school in the remote village of Sahafitana.

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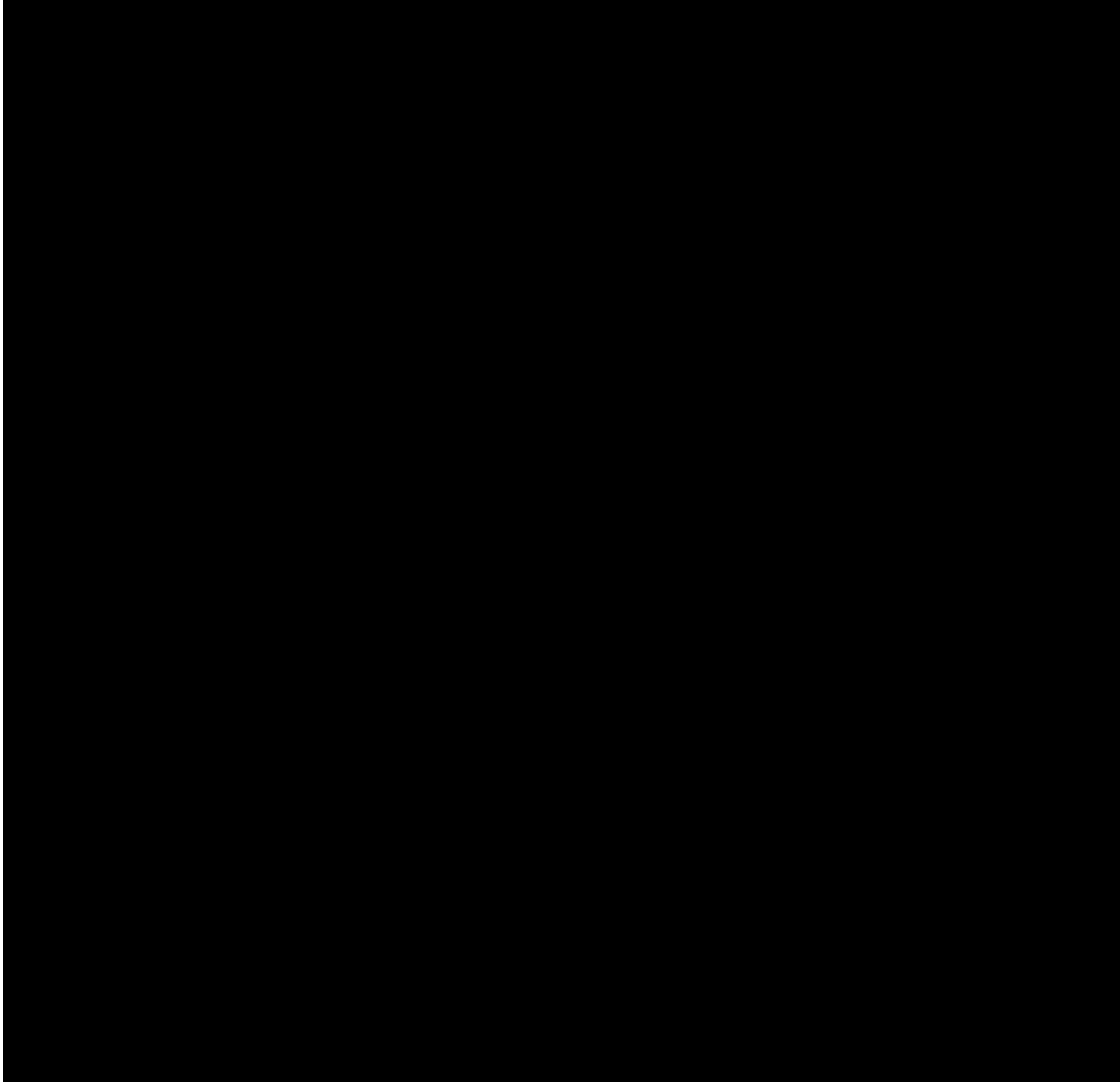
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WHAT KIND OF SOCIETY DO WE WANT?**

CONFERENCE SPEAKERS LEADING BY EXAMPLE



JLA AUDIENCE
Elementary particle physics with
Brian Cox this morning - brain already
melting #futuredecoded

C Sir William Atkinson Educationist



TRANSFORMATIONAL LEADERSHIP

When William took over as Headmaster at Phoenix High School it was plagued by poor results and bad behaviour; it soon became a success story for others to follow. William has since advised on measures to reduce youth crime. In presentations he sets out the challenges of taking on a failing entity, identifying structural weaknesses and taking action: "The first task is to explain your intentions and win people's belief, support and involvement."

See also *The Big Debate*, p58

A Lord (John) Browne Former Group Chief Executive, BP



THE ROLE OF BUSINESS

John Browne transformed BP from a two pipeline player into one of the world's biggest companies. In doing so he pulled off huge mergers, challenged the industry status quo and became the first oil CEO to acknowledge the risks posed by climate change. He has since written on business strategy, homophobia and the natural elements that shape our lives. In his speeches Browne considers how we can ensure that business is a powerful force for good.

A Prof. Brian Cox OBE Professor for Public Engagement in Science



THE WONDER OF SCIENCE

Brian brings scientific discovery to life for millions. He's also a leading physicist at CERN, recreating the conditions 1/1000000000th of a second after Big Bang "in the hope of confirming the universe's underlying simplicity." Using breathtaking images, Brian shows how science both shocks and excites our imagination. He also sets out the case for coordinated investment in science and technology as key to job creation and economic growth.

See also *Science & Numbers*, p57

A A Sir Tim Berners-Lee Inventor, World Wide Web



INTERNET GOVERNANCE & OPPORTUNITY

Tim invented the programme (in his spare time) that formed the conceptual basis for the Web. He's since launched the World Wide Web Foundation to stop it being corrupted by corporate or national power and connect the 60% of the global population that lacks access to the internet. He argues that it has become a basic human right. In speeches Tim enthuses about how "every web page is now its own computer. You can innovate without permission. That's exciting."

See also *Digital Difference*, p17

A Lord (Seb) Coe KBE Head of the London Olympic Games



THE WINNING MIND

As an athlete Seb's talent and commitment earned twelve world records and two Olympic gold medals; the story of his early rivalry is set for cinema release in 2015. In presentations Seb shares the lessons from leading the most successful Games in modern times. He highlights the need to be seen to deliver on your vision, to put together a resilient team from diverse backgrounds, to communicate pre-emptively and to leave nothing at all to chance.

See also *Legends*, p22

B Sir Howard Davies Chairman, The Airports Commission



GLOBAL FINANCIAL REGULATION

Howard has served as Chairman of the FSA, Deputy Governor of the Bank of England, Controller of the Audit Commission and CBI Director General. He now chairs the Government commission examining ways to expand UK airport capacity, reporting in 2015. In speeches Howard assesses progress in reforming the regulatory landscape and driving competitiveness in Europe. He also casts light on developments in China and the implications for the West.

"The perfect end to our discussion on the future: an absolute star"

MICROSOFT ON BRIAN COX



TIM BERNERS LEE

"Fascinating and relevant – everything he talked about impacts on our audience"

ST JAMES'S PLACE


A Tom Doctoroff (China)
 CEO Greater China, JWT

CHINA'S BALANCING ACT

As the most established ad man in Beijing, Tom has rare insight into Chinese politics and psychology. In 2015 he sees President Xi artfully balancing reforms with a continuing crackdown on corruption, earning him popular approval bordering on reverence. Tom assesses the *brandscape* – including the complicated luxury sector, a growing middle class torn between the old ideals and projecting their new status, and a youth propelling the nation forward.

A A Mick Ebeling (US)
 Founder and CEO, Not Impossible Labs

TECHNOLOGY FOR HUMANITY

Mick began in Hollywood special effects, but his life changed after meeting an artist who had contracted Motor Neurone Disease. Mick set about designing an open-source device to track eye movement, allowing him to communicate again. The team has since used the same creativity in war-torn Sudan, reducing the cost of prosthetics for children by 90% with the help of 3D printing. Mike shares his infectious enthusiasm and asks "If not now, when? If not me, who?"

See also *Innovation*, p53

C Prof. AC Grayling
 Master, New College of the Humanities

APPLYING BUSINESS ETHICS

Anthony is one of the most influential thinkers of the age. He believes in applied ethics - philosophical debate on everyday issues from leadership to profit. 2015 brings publication of *The Challenge of Things*. In his new speech Anthony explores 'the lessons of war for the business of life.' He also considers the different forms of wealth, and how to achieve and use them: "Wealth of any kind (material, moral or intellectual) is pointless unless it's applied."

See also *Robert Winston*, p62

A Lloyd Dorfman CBE
 Founder & President, Travelex

BUILDING A GLOBAL BRAND

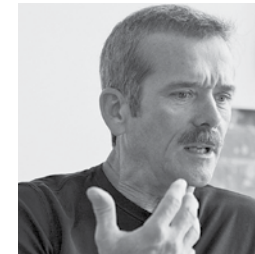
Once a challenger competing against the big banks, Lloyd's company is now the world's No.1 retailer of foreign currency. He also chairs Doodle, a collection service for online shoppers. Lloyd talks about brand building, including the National Theatre sponsorship which has provided over 1.5m cheap tickets: "If you think and do like everyone else, you will end up the same as everyone else. In a competitive environment you have to think differently."

See also *Entrepreneurs*, p13

A A Sir Bob Geldof
 Campaigner & Businessman

WHAT WE DO, NOT WHAT WE SAY

Bob has inspired hundreds of projects across Africa and ensures it remains on the political agenda; 2015 is a key year for the Millennium Development Goals. It's also the 30th anniversary of Live Aid. In a rousing speech on social responsibility, Bob reminds us that we are all defined by what we do, not what we say. This isn't confined to philanthropy. He might confess to some pride at the thought of becoming the first Irishman (and the first genuine rock star) in space.

A A Chris Hadfield (Canada)
 Former Commander, International Space Station

BEING PREPARED FOR ANYTHING

Chris learned Russian and emergency medicine on top of his test pilot and aeronautical training before spending five months in orbit. He is now best known for performing Bowie's Space Oddity in space – and publishing *An Astronaut's Guide To Life On Earth*. Chris shares insights on collaboration, human ingenuity and how to avoid being paralysed by fear in the four seconds between system failure and death. He also reveals what spacewalking tells us about life on Earth.

See also *Buzz Aldrin*, p22

"A powerful argument for engagement"
SMCDB ON BOB GELDOLF

LEADERS ON THE WORLD STAGE

A José Maria Aznar (Spain)
Spanish Prime Minister, 1996-2004



THE OPTIONS FOR EUROPE

Before Aznar took office, Spain had low growth and widescale unemployment. He liberalised the market, privatised industry, increased GDP by 68% and made it the world's eighth largest economy. Now, as many European countries struggle with sovereign debt, he shares strategies for revival. Aznar considers options for Europe, consequences for business and potential ramifications in the developing world – especially in those countries trying to build stability.

See also Economy/Europe, p34

A A Rt Hon Sir John Major KG
British Prime Minister, 1990-1997

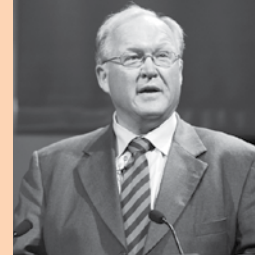


WORLD AFFAIRS

John Major served in the Thatcher cabinet as both Foreign Secretary and Chancellor before becoming Prime Minister. He oversaw economic recovery after Black Wednesday and brought in far-reaching public sector reforms. In speeches he scans the geopolitical landscape, advocating continued EU membership in a tri-polar world. As at Maastricht, renegotiation is possible (including on immigration), and subsidiarity must be more than an abstract aspiration.

See also Disruption/Geopolitics, p46

A Goran Persson (Sweden)
Scandinavian Statesman



THE PERSSON PLAN

Goran Persson served as Swedish Prime Minister for ten years. During his premiership he dealt with the Gothenburg riots, the murder of a Foreign Minister and the fall-out from the publication of anti-Islamic cartoons in Denmark. He is now more widely known for his term as Finance Minister, when he introduced dramatic welfare cuts and tax increases to address a severe budget deficit. The 'Persson Plan' is seen by many as a blueprint for rebalancing the economy.

A A Rudy Giuliani (US)
107th Mayor of New York City



LEADING CHANGE

Under Giuliani's leadership, New York crime fell by 50%. He also enacted \$2.3bn of tax reductions, but he's best remembered for the way in which he took control after the Twin Towers attack. In a powerful speech Giuliani asserts that it's every leader's job to ensure that change is accepted, and to get out front and direct it: "Know the direction you want to take, challenge yourself, ask questions, identify weakness and prepare relentlessly. And communicate."

A A Mario Monti (Italy)
Prime Minister of Italy, 2011-2013



EUROPEAN MONETARY & FINANCIAL POLICY

Mario Monti served for nearly a decade as European Commissioner – responsible for the internal market, taxation, financial integration and competition. In the wake of the debt crisis and the fall of Berlusconi, he was then asked by the Italian President to form a 'technocratic' government to enact urgent reforms. In speeches the one-time economics lecturer focuses on monetary and financial policy, and the economic and political dimensions of European integration.

A A Herman Van Rompuy (Belgium)
Former President, European Council



THE CASE FOR CLOSER EUROPEAN INTEGRATION

Van Rompuy spent five years in the cockpit of global politics as the first President of the European Council, tasked with aligning EU Heads of State. Against the backdrop of widespread euroscepticism, he defends the value and importance of integration. He argues that the UK should lead the charge for growth as a strong champion of the single market, "but how do you convince a roomful of people to make changes when you have one hand on the door handle?"

See also Guy Verhofstadt, p47



JLA 25 YEARS OF LEGENDARY SPEAKERS & PRESENTERS



A Sir Stuart Hampson
Chairman, The Crown Estate



CREATING A VIRTUOUS CIRCLE

Over a 20-year career in the John Lewis boardroom, Stuart built a reputation as one of the retail world's most successful leaders. He oversaw huge expansion, modernised outlets, increased the range of products and formed a joint venture with Ocado. As retailers come under growing pressure, he explains how JLP's employee-owned model encourages a virtuous circle by connecting customer service levels with employee engagement, satisfaction and motivation.

See also Andrew McMillan, p52

A Lord (Digby) Jones
Chairman, Triumph Motorcycles



ADAPTING TO ASIA'S CENTURY

After heading the CBI, Digby entered government and circled the globe, lobbying on behalf of British business. As ambassador for UK Trade & Investment he still flies the flag. Digby argues we need to adapt to Asia's century and build the skills and confidence to sell to the developing world. Opportunity is there for those who widen the base and invest in training. Meanwhile we need to re-think the role of business in society, based on a socially inclusive 'covenant.'

See also Peter Marsh, p60

A Anne Lauvergeon (France)
President, Sigfox



THE NUCLEAR SOLUTION

Nicknamed 'Atomic Anne,' Lauvergeon oversaw the third generation reactor and spearheaded France's push for nuclear - providing 75% of their electricity. Once ranked Europe's second most powerful woman by Fortune, she now heads a start-up offering global cellular connectivity for the 'Internet of Things,' and chairs the country's 2030 Innovation Commission. In speeches Anne offers solutions to our energy needs amid geopolitical and environmental pressures.

A John D Hofmeister (US)
Former President, Shell Oil



ENERGY SECURITY

Since stepping down from Shell, John has become a passionate campaigner for energy security. He offers a plan to wean America off oil from volatile regions by 2020, and argues for a single authority to control policy along the lines of the Fed. John concedes that fracking is complex and can be dirty, but considers it a necessary 'highway to the future' for the US - with constantly improving technology: "What's needed is an honest conversation with the public."

A Justin King CBE
Former Chief Executive, J Sainsbury



CHANGING CULTURE & WINNING BACK LOYALTY

Justin served as CEO of the retail giant for a decade, leading the 145-year old brand through huge shifts from the growth of online to the rise of discounters. He also pushed through the Nectar card, partnered with Jamie Oliver and brought in small convenience stores. With a very down-to-earth story-telling style, Justin weighs up the mammoth task of changing the culture within large organisations, and reviving true customer loyalty.

B Martin McCourt
Former Orange Business Leader of the Year



TAKING ON THE COMPETITION

As Chief Executive of Dyson, Martin transformed it from a niche manufacturer to a £1bn global brand, moving production to Asia. Even after the onset of recession, he doubled turnover and trebled profits - driving sales in 70 markets. Now advising a private equity firm, Martin demonstrates how ideas are the lifeblood of territorial expansion. Rather than try to compete with the Chinese on their terms, the UK must harness its natural inventiveness.

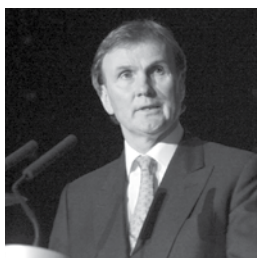
See also Will Butler-Adams, p26

"Incredibly well-prepared and inspiring"
ICAEW ON DIGBY JONES


A A Bill McDermott (US)
 CEO, SAP

CREATING AN INNOVATION BIAS

Bill heads the world's largest business software firm with over 75,000 employees and 280,000 customers in 188 countries. He's also author of *Winners Dream*, showing what can happen when you build a rapport and recognise team potential. Bill considers how to strengthen critical relationships and align product development with real-world application: "Unless a company has a bias toward innovation rather than the status quo, it's easy to become irrelevant."

A Archie Norman
 Chairman, ITV

CONFIDENCE, ATTITUDE & DISCIPLINE

Archie became the youngest FTSE-100 leader when he took over and turned around Asda. After a term as an MP, he rebuilt Energis and acquired interests from equipment hire to retailing; he's since helped the television network to record profits. To Archie, the challenge for management is to mix motivation with "the discipline and confidence required to turn on a sixpence." Buy-in works better than instruction, attitude is as important as controlling costs.

C Heather Rabbatts CBE
 Director, Grosvenor Estates

REGENERATING THE ORGANISATION

Heather has held challenging positions in both the private and public sector. She made headlines when she took over at Lambeth, seen as the worst council in London, and again at Millwall FC. In each case she succeeded in regenerating embattled organisations. Alongside media interests she serves on the board of the FA and a major London property estate. Heather speaks on leading change in the most demanding of environments.

See also Lucy Adams, p49

B Baroness (Eliza) Manningham-Buller DCB
 Head of MI5 2002-2007

CHANGE UNDER PRESSURE

As Head of the Security Service, Eliza dealt with the wake of 9/11 and a growing threat from Al-Qaeda. She doubled the size of MI5 and transformed their old approach to staff. In her own account of driving change in turbulent times, the Reith Lecturer shows that leadership is not about command and control, but vision and strategy: "You must be honest about difficulties, but demonstrate your confidence in the future and in your people."

See also Ian Blair, p58

A A Jim O'Neill
 Former Chair, Goldman Sachs Asset Management

THE NEW ECONOMIC POWERHOUSES

Before taking over at Goldman, Jim O'Neill served as Chief Economist. In 2001 he predicted G7 countries would no longer be the powerhouses of the world economy – coining the BRICs acronym. He has since identified the MINTs as providing the next wave of growth. Jim has also turned his gaze to UK issues from devolution and urbanisation to the disturbing rise of drug-resistant infections, with a Government action plan due in 2016.

B Richard Reed
 Co-founder, Innocent

NOURISHING THE CUSTOMER RELATIONSHIP

Richard left advertising to set up a fresh fruit juice business. Innocent achieved massive growth and is now majority owned by Coca-Cola, leaving Richard to share his 'business karma' with the new wave of entrepreneurs. In speeches he describes how small can beat big, why simplicity works, why it's vital to listen to criticism and nourish the relationship with the consumer – and how there's profit in doing the right thing in your community.

See also Fraser Doherty, p15

"Just what we needed with our focus on values"

ALLIANZ INSURANCE ON RICHARD REED



JLA SPEAKERS BREAKFAST

"Culture is the single most powerful force in any organisation, but it isn't an A to B or even an A to Z journey. It's an ever-changing thing and it is remarkably resistant to change. The best metaphor I came up with at Sainsbury's was to see it as an elastic band tied to a heavy object. The more you pull it, the more you move it, the more it wants to go back to where it started."

JUSTIN KING

"Incontournable – you MUST see him!"

CONTEXT WORLD



ALL JLA SPEAKERS BREAKFASTS ARE STREAMED LIVE. CHECK WEBSITE FOR DETAILS.



JLA AUDIENCE

Like Ellis Watson: being successful is having lots of passion and being a little bit scary #cwtinspire

A Sir Stuart Rose

Chairman, Blue Inc


CHANGE LEADERSHIP

Stuart took over the reins at Marks & Spencer when the famous retailer was at its lowest ebb. He fought off a high profile takeover bid, reversed the decline in performance and restored the public's affections. He now invests in online and chairs a fashion chain. In presentations Stuart considers the lessons learned about organisational change, and how to navigate turbulent trading conditions. He also underlines the case for socially responsible business.

See also Simon Calver, p49

B Sir Tim Smit KBE

Executive Vice Chair & Co-Founder, Eden Project


PROFIT & PRINCIPLE

Since it opened at the turn of the millennium, Eden has attracted millions of visitors and generated over £1bn for the local economy. Tim is now focusing on overseas projects, including plans to develop a giant botanical garden in an old industrial city in southern China. In his presentation Tim highlights the need to lead by example, to stick to principles but move out of your comfort zone, to meet challenges head on and "to dare to be ambitious."

A A Jimmy Wales (US)

Co-Founder, Wikipedia


PEOPLE POWER, REINVENTING THE WHEEL

Jimmy claims the only rule at Wikipedia is to ignore all rules. With only 140 employees it's now available in 285 languages, and attracts 20bn page views and 500m+ unique visitors every month. It's the 5th most visited site in the world. In his speech Jimmy stresses the value of word-of-mouth, and advises business to learn to fail more quickly and avoid getting stuck on one idea. He sees huge opportunities for traditional companies prepared to use disruptive technology.

See also Disruption, p45

C Gen. Sir Richard Shirreff KCB CBE

Former NATO Deputy Supreme Allied Commander


FRONT LINE LEADERSHIP

The British military chief has served on the front line and in the world's corridors of power. Working with politicians and NGOs with competing priorities, he's built both intellectual, cultural and *physical* bridges. In presentations Richard offers insights into leading small units as well as large diverse groups; resolving complex problems; and managing change in a high risk environment. He also speaks on security matters, advocating a robust response to Russian threats.

See also Mike Jackson, p51

A A Kaspar Villiger (Switzerland)

Former Swiss President & UBS Chairman


REGULATION OR REINVENTION?

Villiger is a recognised authority on the intersection of business, government and finance. After heading the long established family cigar business he served two terms as Swiss President, before taking over as Chairman of the private bank UBS. In presentations he surveys how recession has affected industrialised nations and emerging markets. He also asks whether more regulation, smarter economic models or better leadership is the best way to avert future crises.

B Ellis Watson

CEO, DC Thomson Publishing


IGNITING EXCITEMENT

Ellis ran a national newspaper group, turned around the US Greyhound Bus operation and headed Simon Cowell's joint venture with Sony – before taking up his latest challenge with the Scottish family firm. In a speech brimming with humour, Ellis shows how to inspire enthusiasm throughout the organisation and move from bland mission statement to real fighting spirit. He shows how significant external shocks can be a springboard for hugely positive change.

"He kept everyone on the edge of their seats!"

MCDONALDS RESTAURANTS ON ELLIS WATSON

CONFERENCE SPEAKERS ENTREPRENEURS & INNOVATORS: MADE IN BRITAIN

C Tony Anderson
Ex-Marketing Director, easyJet



FROM START-UP TO £7BN GIANT

Tony was the third employee to join easyJet. He was central in steering it from ambitious start-up to the biggest single airline in Europe. It now flies twice as many passengers as BA. Tony still works with Stelios on projects like peer-to-peer car rental. In speeches he tells the inside story, including brand extensions that didn't quite go to plan: "It certainly helps to be in the right place at the right time, but anything is possible providing you avoid complacency."

See also Rasmus Ankersen, p49

C BJ Cunningham
Serial Entrepreneur



DEEPENING THE CUSTOMER RELATIONSHIP

The brand consultant, Visiting Professor (and Death Cigarettes founder) is now helping to grow Turkey's export market and advising British consumer brands on 'disintermediation.' In a thoroughly entertaining speech BJ compares customer loyalty to a long-term relationship, while "discounting is little more than a one-night stand." He argues the brand is a promise, not merely a logo: "It's about showing the authentic soul of your organisation and your community."

See also Rita Clifton, p54

A Baroness (Karren) Brady CBE
Vice Chair, WHU & Small Business Ambassador



FIVE TIPS FOR GROWING AN ENTERPRISE

Karren ran the business side of Birmingham City FC for 16 years through promotion and relegation, and her own brain surgery. She now plays an active role at West Ham, keeps watch for Lord Sugar and works with a new fund to encourage female entrepreneurs. Karren's mantra can be summed up in five tips: work hard (be persistent); network (spread your message); move on (failure is history); don't get side-tracked; and always do your sums.

B Dave Fishwick
Founder, 'Bank of Dave'



TAKING ON THE ESTABLISHMENT

When the van and minibus dealer decided he could do a better job than the local banks, the authorities told him it was impossible, even criminal. He pushed harder, set up Burnley Savings and Loans, and found himself starring in Channel 4's Bank of Dave. There's now a big queue of eager depositors and borrowers. In a real-life story of David and Goliath, with lessons for businesses big and small, he explains what made him take on seemingly insurmountable odds.

C Fraser Doherty
Founder, SuperJam



TURNING ORDINARY INTO EXTRAORDINARY

Using his grandmother's jam recipes Fraser set up in business at 14, secured a Waitrose listing at 18 and now supplies 2,000 outlets. With crowd-funding in place, 2015 brings new products and entry into the US and Japan – alongside a new subscription-based fresh coffee business in partnership with Colombian farmers. In speeches Fraser extols social enterprise, explains his approach to product development and shows how to turn ordinary into extraordinary.

C Josh Valman
Design & Manufacturing Strategist



THINKING DIFFERENTLY

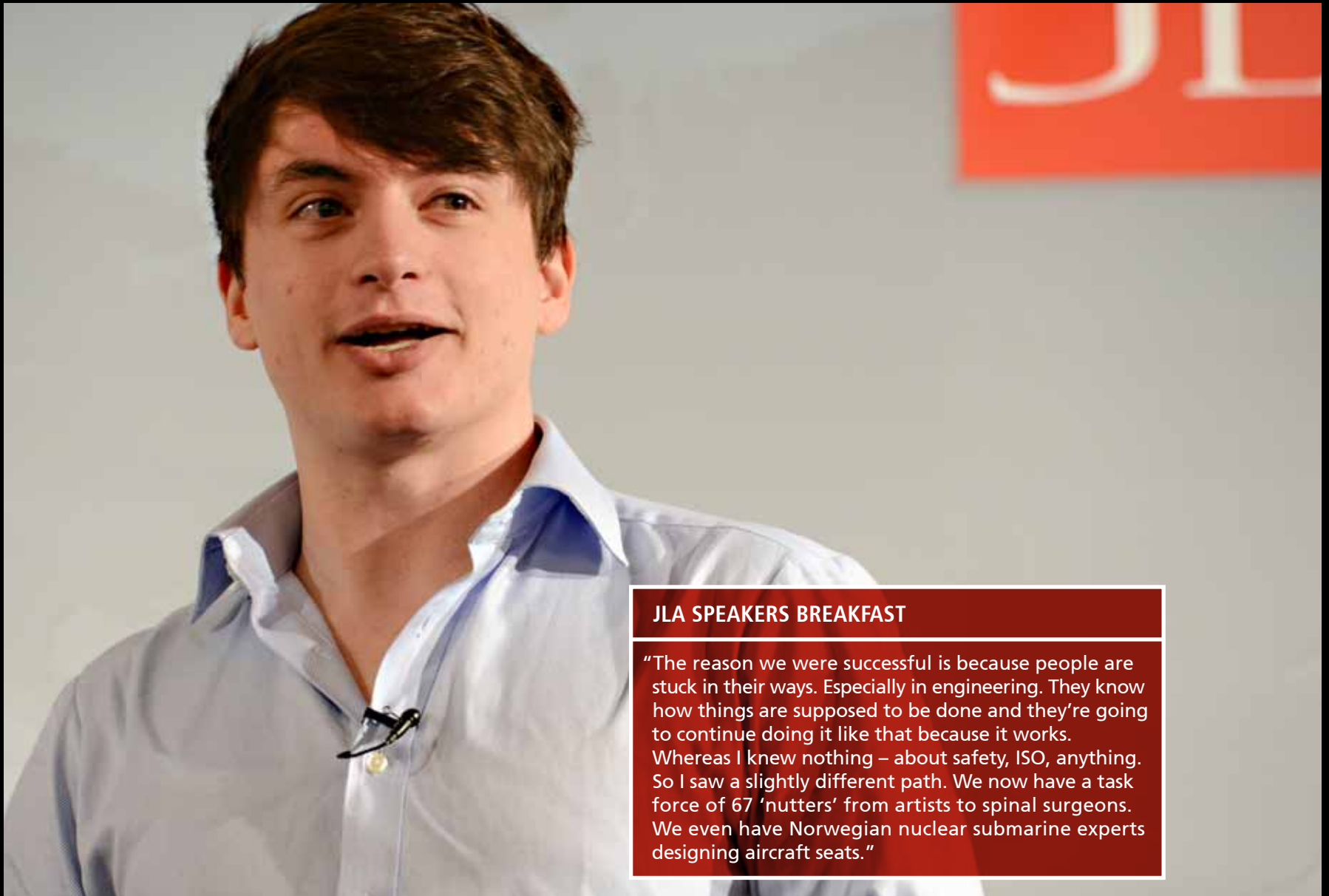
At 13 Josh used his savings to get a Chinese factory to make his first robot. By 15 he was freelancing as a supply chain and engineering expert. He now runs a design and manufacturing firm using facilities in 40 countries. He turns 21 in 2015. In presentations Josh shows how creativity lets you see opportunity where others see obstacles. Innovation stems from stepping outside traditional corporate structures, honing skill sets and recognising good from bad disruption.

"An exceptional speaker with a great story to tell"
SUBWAY ON BJ CUNNINGHAM

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JLA AUDIENCE
Great quote from Karren Brady... "being successful means you have to keep being successful" :-) #Xerocon @Xero

THE YOUNG ONES



JLA SPEAKERS BREAKFAST

"The reason we were successful is because people are stuck in their ways. Especially in engineering. They know how things are supposed to be done and they're going to continue doing it like that because it works. Whereas I knew nothing – about safety, ISO, anything. So I saw a slightly different path. We now have a task force of 67 'nutters' from artists to spinal surgeons. We even have Norwegian nuclear submarine experts designing aircraft seats."

JOSH VALMAN

LIVE

ALL JLA SPEAKERS BREAKFASTS ARE STREAMED **LIVE**. CHECK WEBSITE FOR DETAILS.

B Kevin Gaskell
CEO, Fairline Boats



FROM TURNAROUNDS TO START-UPS

Kevin headed UK operations for Porsche and BMW (overseeing 40% increase in sales), before launching a software business and taking over the helm at the luxury boatbuilder. He has also walked to both Poles with Alan Chambers (Page 21). Kevin sets out simple rules: have a dream, define your purpose, write the plan, apply it with consistency and allow yourself to become obsessed with winning. He sees the leader's job as creating more leaders.

See also Greg Whyte, p24

C Chas Howes
SuperDry CFO turned Angel Investor



GROWING AN ORGANISATION

As CFO of SuperDry, Chas steered the fashion brand from niche operator with 8 stores to a major player with a presence in 90 countries. He describes a rocky road, sweeping up after mistakes while establishing a proper structure for the rapidly growing business. Along with cautionary tales, Chas explains how they took inspiration from the coolest cities; chose styles, fabrics, colours and design twists; and created retail theatre to stand out in a crowded market.

See also Kate Ancketill, p44

A Deborah Meaden
Investor & TV Dragon



TREATING CUSTOMERS AS FRIENDS

Deborah worked in fashion before taking over the family's holiday parks empire. She concentrated on service, kept the most profitable locations and then sold her stake for over £110m. 2015 brings series 13 of Dragons' Den, and high hopes for Value My Stuff. Deborah refutes the idea that the customer is king. She prefers to treat them as respected friends: "We should care about their opinions and deal with their problems, but accept the limits of the relationship."

C Wayne Hemingway MBE
Designer



THE CREATIVE SOLUTION

Since selling Red or Dead, Wayne has regenerated local authority housing, launched pop-up shops and built a heritage brand from scratch. 2015 brings his vintage amusement park to Margate, completion of East Village on the Olympic site, and the roll-out of Hemingway uniforms for all London Transport staff. Wayne sees economic recovery offering opportunity for the creative; his kiosks are one example, opening up low-rent space for the next wave of designers.

See also Michael Pawlyn, p62

B Jo Malone MBE
Founder, JO LOVES



TAKING RISKS

Starting as a dyslexic 16 year-old making face cream, Jo grew her first cosmetics range into a global brand before selling her stake to Estée Lauder. She is now back in business with JO LOVES. In presentations she explores success and failure – confessing her need to rock the boat. She also offers a clear message for any growing enterprise: "Ensure your people feel secure and encourage them to take risks. Only then can you reach a new level."

C Danny Mills
Footballer turned Private Equity Investor



EMBRACING CHANGE

Before injury forced early retirement, Danny was an uncompromising defender with Champions' League and World Cup caps. He's since built a second career in private equity – restructuring and turning around brands like The West Cornwall Pasty Co. In a straight talking style Danny explains his change of direction, the need to acquire new skills, and the parallels with the changes businesses need to embrace to adapt to new circumstances.

See also Martine Wright, p29

"Superb, motivating and relevant"
OPTIX SOFTWARE ON KEVIN GASKELL

More Entrepreneurs:
Wilfred Emmanuel-Jones
Patrick Grant
Annabel Karmel
see jla.co.uk



JLA AUDIENCE

Great speech at #ccuk2015ko by Josh Valman on how to master #digital supply chain – he's running the world at 20!

B Michelle Mone OBE
Serial Entrepreneur



OVERCOMING SETBACKS

Armed with a good idea, limited contacts but lots of drive, Michelle progressed from making the tea at a brewery to creating the cleavage-enhancing Ultimo bra. She's now sold 80% of the lingerie business to focus on her scentless UTan range. 2015 also brings an emotional autobiography: *My Fight To The Top*. In speeches Michelle tells a tale of hard knocks and tabloid publicity coups. She admits to setbacks, but shows that she still has fire in her belly.

C Susannah Schofield
Group Sales Director, Royal Mail



INTERNAL VS CUSTOMER PERSPECTIVES

Susannah headed the same-day delivery service for online retailers whose customers want the goods in their hands within hours. She's also set up and sold a small business, served on the Government's red tape advisory board and devised the Dice Matrix business model – set out in detail in *Mind The Gap*. Susannah explains how to stress test for weaknesses, compare internal and customer perspectives, identify critical actions and play to your strengths.

B Nick Wheeler
Founder, Charles Tyrwhitt



SERVICE, CHOICE & TRANSPARENCY

Nick launched Charles Tyrwhitt (his middle names) as a mail order company in 1986, in the belief that men got bored with the idea of shopping. Half the orders were for business shirts. Today most trade is online and at 21 stores in the US, UK and Germany. With social media making transparency increasingly important, Nick shows how feedback on service and choice is independently collected and posted: 97% of reviews have rated it excellent or good.

C Dale Murray CBE
Angel Investor



EMULATING ENTREPRENEURS

Dale was a pioneer in mobile, generating a £450m turnover from pre-pay top-ups within 3 years. She's now an angel investor in start-ups, and author of a government report on cutting EU bureaucracy. Dale confesses that the only thing they did differently in her first enterprise was not give up; they constantly looked for new ways to get the thumbs up. She sets out the challenges for entrepreneurs, and for large companies wanting to emulate their creativity.

See also Charles Leadbeater, p52

D Emma Sinclair
Co-Founder, Enterprise Jungle



CREATING A NICHE

Emma was the youngest person to float a company on the London Stock Exchange. She's since switched from a car park and facility management business to a search platform that helps identify talent, content and interest groups in large organisations. She also teaches business skills in developing countries. In her speech Emma sets out the challenges of building an enterprise in a difficult economic environment, and creating a niche in a surprising area.

B Will Whitehorn
Chairman, Transport Systems Catapult



MARRYING INNOVATION & INVENTION

As Richard Branson's right hand man, Will took the space tourism venture Virgin Galactic from a dream to the brink of reality. (Company regulations meant that a US-based President assumed control in 2013.) Will now heads the government funded innovation centre for 'intelligent mobility' – like driverless cars and pilotless planes. In presentations he draws the distinction between innovation and invention, and tells the story of Virgin's role as aviation pioneer.

See also James Woudhuysen, p62

“Fabulous – passionate and very knowledgeable”

FUJITSU ON DALE MURRAY

CONFERENCE SPEAKERS THE DIGITAL DIFFERENCE: BIG DATA & CUSTOMER ENGAGEMENT

JLA AUDIENCE
My dream has come true! Management
learning why we should become a social
company #together

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D David Birch
Author, *Identity Is The New Money*



DIGITAL MONEY

Dave specialises in electronic payment technology and digital money, including online and mobile. In presentations he weighs up perceptions and looks at the pitfalls of *the death of money* – especially digital security. With mobile-to-mobile transactions already commonplace in parts of the world, Dave recognises that proof of identity is key to every future payment system. But what about the implications if identity itself becomes a commodity?

D Linda Davidson
Technology & New Media Specialist



WHAT CAN DIGITAL DO FOR YOU?

Linda developed the first BBC sites, launched E4 and led digital distribution deals before broadening her base as European IT Director for Discovery Networks. She now lectures and helps companies innovate and diversify into validated new revenue streams. In her latest presentation Linda considers the winners and losers of technology-driven change. How can you be a disruptor, and not a victim of disruption? Where can digital deliver real, measurable returns?

See also Chris Blackhurst, p42

C Allister Frost
Former Head of Digital Marketing, Microsoft



LEARNING TO BE DIGITALLY EFFECTIVE

Allister has been in the forefront in building online reputation, product and brand marketing – in both B2B and B2C. He believes that using digital to talk to and understand customers requires a culture shift in most organisations. In speeches Allister looks at the direction of travel, how to keep up in an age when Twitter and Facebook became world-conquering in a few short years – and how to avoid falling for the digitally enhanced hype.

See also Andreas Ekström, p58

A Ken Cukier
Economist Data Editor & Co-Author, *Big Data*



THE OPPORTUNITIES & RISKS OF BIG DATA

Before taking on the technology brief Ken served as Japan Correspondent, following stories on anything from innovation and IP to internet governance. He's since co-authored *Big Data*. Ken describes the way it changes how we live and work, and the significance of the enormous amounts of data produced, stored and collated. He highlights opportunities across the landscape, from business to education, but warns of the danger of over-reliance on big data predictions.

See also Tim Harford, p43

D Andrew Davis
Social Media Strategist



SOCIAL MEDIA: SO WHAT?

Since his early days running Pop Idol chatrooms and helping MySpace attract 10m UK users, Andrew has become one of the foremost experts in social media, training several of the big agency teams. He is also part of The School for Start-Ups and sits on OFCOM's advisory board. Andrew explains how to keep online conversations going, emphasising the need for your digital strategy to complement traditional business building and marketing.

C Christian Howes
TV Data Expert



GIVING CUSTOMERS WHAT THEY WANT

As a sales manager Christian used data to tell stories to sell software. He's now helping TV platforms turn social media and statistics into engaging programme content – like BT Sport's Team of the Week. Viewers create the discussion, rather than following the back page headlines. In his presentations Christian shows how such techniques can augment any business, and how to use social media data to give your customers what they want before they know themselves.

See also Thimon de Jong, p44

“A passionate kickstart to our event”
INTUIT ON ALLISTER FROST



JLA AUDIENCE

Dr Simon Moores - "The one thing we can be sure of is that the future will surprise us"
#CIO #CIO2014

B Clive Humby
Entrepreneur & Data Scientist



WE ARE WHO WE FOLLOW

Clive made his name as one of the main architects of Tesco's Clubcard. He's now at the forefront of a new science – analysing engagement with celebrities and brands across social media. *Consumers are targetted according to the stars they follow.* Clive explains the methodology and applications, and claims that social media as an advertising vehicle is no more advanced than television was in the 60s. The major problem in this case is that the medium is free to access.

C Dr Simon Moores
Government Technology Advisor



RISKS, REGULATION & ROBOTICS

Simon co-authored the Digital Plan for Britain and advises public and private sectors on eGovernment, electronic crime and information security. His remit includes 'hactivism' and the ever more sophisticated attacks on business. As well as security issues, Simon looks at the impact of tech on the economy, politics and wider society; with robotics now cheaper than people, will we revolt against a massive loss of jobs expected by 2025? Are we too slow to react?

See also Charlie McMurdie, p48

C LJ Rich
Presenter & Producer, BBC Click



FROM TAILOR-MADE TECH TO M2M

LJ is a self-confessed 'cool hunter' and hackathon enthusiast. She's also a seasoned concert pianist and composer, and often mixes the two in presentations. In 2015/16 LJ expects more predictive and tailor-made tech, and password replacements like heartbeats to authenticate payment. Speaking themes range from how disruptive trends like the Internet of Things and M2M are likely to affect business, to what coding is and how to use the web as a free tool.

See also David Roman, p45

B Alex Hunter
Company Incubator & Former Virgin Marketer



WHY SHOULD I LOVE YOU?

Alex was responsible for getting Virgin America off the ground, with an unfunded grass roots campaign leading Congress to reverse its decision and approve certification. He then headed Virgin's entire internet strategy, including user-driven content. In speeches and workshops, Alex demonstrates how to create a meaningful bond with online customers by showing a human side, encouraging everyone to be part of the dialogue and exposing expertise.

See also BJ Cunningham, p13

B Rajat Paharia (US)
Strategist



INFLUENCING BEHAVIOUR WITH GAMIFICATION

Rajat is author of the bestselling *Loyalty 3.0* and a pioneer of 'gamification': applying the mechanics of game-playing to other contexts. It uses our tendency to compete, rather than monetary inducements, to influence behaviour in everything from productivity to road safety. Achievement is measured in points or virtual badges. Rajat's work is now used throughout the digital space; he offers ten tips to help maintain enthusiasm and *amplify* consumer behaviour.

See also Anders Sorman-Nilsson, p45

C Scott Seaborn
Creative Technologist



GETTING INVOLVED

Scott won tens of awards as Ogilvy's Head of Mobile Technologies. He's since co-authored *Share This Too*, joined the D&AD board and become Creative Head at Europe's leading digital agency. With the help of a music sequencer, Scott shows how every sector can connect with consumers and make itself memorable. He also explores the dual-screen trend – using social media while watching TV. No longer content with a passive experience, we now want to feel involved.

“Clearly a market leading expert on cyber risk”

AIRMIC ON SIMON MOORES



JLA SPEAKERS BREAKFAST

"We wore brain caps connected via computer to a string quartet, with the four musicians improvising based on what we were thinking. It's just one example of what's happening in technology, and it shows how we've barely touched the surface. Meanwhile when it comes to social media, even if you believe you're making compelling content you have to remember that you can still get beaten in the stats by pictures of albino hedgehogs."

LJ RICH

"Great to work with, perfect on her topic and a brilliant presenter"

QUBE GLOBAL SOFTWARE



ALL JLA SPEAKERS BREAKFASTS ARE STREAMED LIVE. CHECK WEBSITE FOR DETAILS.



LEVISON WOOD

"He linked in brilliantly with the conference theme"

BANKS SADLER

LIVE

ALL JLA SPEAKERS BREAKFASTS ARE STREAMED **LIVE**. CHECK WEBSITE FOR DETAILS.

CONFERENCE SPEAKERS

MOTIVATION: COMPETING IN THE GLOBAL RACE

JLA AUDIENCE
#1BigDay2015 brilliantly closed by Monty Halls: tales of performing under pressure @CoreNetGlobalUK

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ADVENTURERS

C Benedict Allen
Explorer & Anthropologist



ON THE EDGE OF SURVIVAL

Benedict spends months at a time with remote tribes, learning their survival techniques. He has trekked in Siberia and along the Skeleton Coast – and crossed the Gobi Desert alone. Along the way he has been hunted and shot, and left to stitch up his own chest. Albeit more extreme, Benedict points to parallels in the corporate ‘jungle’: both mean risk-taking and an ability to adapt to new circumstances. He also shows off his scars from a Niowra initiation ceremony.

C Monty Halls
Marine Biologist



THE TEAM AS ECO-SYSTEM

A renowned marine biologist, Monty led a group of divers to rediscover a sunken city beside the coast of India that might be the cradle of civilisation. In 2015 the Great Escape presenter and ex-Marine returns to the screens in Lost Worlds – seeking out new species and a waterfall last seen in 1938. Monty reveals how other animals behave under stress, how we all have a niche within our own team, and how to maintain objectives in a fluctuating environment.

A Lewis Pugh
Endurance Swimmer & Campaigner



EMBRACING THE CHALLENGE

Lewis is the first to complete long distance swims in each of the world’s oceans. His aim is to raise global awareness of a fragile maritime environment - with retreating glaciers and changing migration patterns. 2015 sees him tackle Ross Sea in the Antarctic, where overfishing is threatening diversity. Lewis reveals his own survival methods, explains how he’s learned to deal with failure and success, and shares his three simple tips for taking on daunting challenges.

C Alan Chambers MBE
Expedition Leader



EXTREME LEADERSHIP

The former Royal Marine (aka The Arctic Tractor) led the first unsupported UK expedition from Canada to the geographic North Pole. After taking disaffected children to Africa in The Hottest Classroom On Earth 2015 sees The Wettest Classroom for Channel 4, and a book on extreme leadership with Lewis Moody. In presentations Alan emphasises the need to question norms, build total trust and make decisions based on the facts. He also advocates leading *from behind*.

D Richard Parks
Rugby Player Turned Adventurer



FACING YOUR DEMONS

When injury cut short his rugby career, Richard was inspired by Ran Fiennes and decided to retrain as a mountaineer. He’s now taking on the most arduous physical challenges for Xtreme Endurance, including Yak Attack mountain biking in Nepal, 5 consecutive marathons in Peru’s rainforest, 2 Ironman contests in Snowdonia and a race to the South Pole. Testing his capabilities to the limits, Richard admits the original spark came from fear of being a ‘nearly’ man.

C Levison Wood
Author, Walking the Nile



LEARNING TO BE RESOURCEFUL

Since leaving the Parachute Regiment, Lev’s turned photojournalist and expedition leader. After years of preparation, he set off from Rwanda on a 4,000 mile (7 million-footstep) epic trek along the Nile. In speeches Lev talks about the struggle to keep going when things go wrong, and the sheer inventiveness of communities that use the Nile to sustain life. With awe-inspiring images, he shows the brave men who fish without boats in crocodile-infested waters.

“His experiences captivated the audience”
THALES UK ON MONTY HALLS

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CONFERENCE
SPEAKERS

MOTIVATION:
ADVENTURERS



THE LEGENDS

B Carlos Acosta CBE

Cuban Ballet Star



BEING AS BIG AS YOUR DREAMS

Carlos Acosta is one of the greatest ballet dancers of all time, alongside Nureyev and Baryshnikov. One of 11 children born into poverty in back street Havana, his father hoped dance would provide the discipline to keep him away from trouble. He rose to become Principal Guest Artist at The Royal Ballet. 2015 sees Carlos set up his own company in Cuba. In a moving Q&A he encourages us to understand our strengths and weaknesses, celebrate our gifts and work hard.

A A Buzz Aldrin (US)

Pioneering American Astronaut



ESTABLISHING A HUMAN COLONY ON MARS

When Apollo 11 touched down in 1969, Buzz Aldrin and Neil Armstrong became the first humans to set foot on the moon. After a worldwide goodwill tour Buzz was asked to lead NASA's school for test pilots. He is now circling the globe encouraging scientists, politicians and businesspeople to collaborate in the quest to create a permanent colony on Mars: "It will be built by robots controlled from satellites; every 26 months, new pioneers will take a one-way trip!"

B Sir Geoff Hurst MBE

English Football Hero



AVOIDING COMPLACENCY

50 years after the event, Geoff is still the only man to score a hat-trick in a World Cup Final. He played 49 times for England and 500 for West Ham, before forging a second career in the City. Geoff describes the experience of lifting the Jules Rimet trophy, but he warns against complacency in sport and business: "You can do anything if you have the right attitude and ability, but don't get carried away with success. You might think it's all over, but it isn't yet!"

A Sir Ben Ainslie CBE (Q&A)

Sailing Legend



LEADING THE BRITISH CHALLENGE

Ben is the first sailor to win medals at five Olympics. He has since masterminded tactics for the US in the America's Cup, turning a 1-8 rout into a 9-8 triumph. The next goal is to win with his own all-British team, from design and manufacture to crew. Ben sets out the physicality, technique and strategic nous needed to compete at the highest level. He might also admit that his blocking tactics, now universally used, once led him to require police protection.

B Sir Ranulph Fiennes Bt OBE

Guinness' 'Greatest Living Explorer'



TESTING THE LIMITS OF ENDURANCE

Ran was the first man to reach both poles by surface travel, and the first to cross Antarctica unsupported. He is also the oldest Briton to climb Everest. In 2015 he sets out to raise another £1.6m for cancer care by becoming the oldest to run an Ultra Marathon, at 71. There will also be a book on his hottest expeditions. Despite several setbacks Ran believes in persevering: "If you are lucky enough to walk without a crutch, you might as well go for it."

A A Martina Navratilova (US)

Tennis Legend & Campaigner



COMPETING WITH YOURSELF

When she defected from Czechoslovakia to the US, Martina was set on becoming the top female tennis player in the world. She achieved her goal, securing more tournament titles than any man or woman in history. She had a 74-match winning streak, took on her rival Chris Evert on 80 occasions and won a final Grand Slam at the age of 49. Martina believes that true competitors aren't put off by boundaries: "Most of their pressures are self-imposed."

"Spending an hour in Martina's company
is a privilege we will never forget"

ADVANTAGE TRAVEL CENTRES ON MARTINA NAVRATILOVA

SPORTING ACHIEVERS

C John Amaechi OBE

Psychologist & British NBA Hero



NURTURING AND SUSTAINING THE DRIVE

John was 17 before he discovered basketball. Then with a clever strategy and enormous determination he fought to become the first Brit to play at the top level of the game in America – once turning down a \$17m transfer fee. He's now a cognitive psychologist and heads a foundation fostering community spirit. In presentations John shows how we can learn from sport, how to nurture and sustain drive in others, and how to be a full-time 'person of principle.'

B Kelly Holmes DBE

Double Olympic Gold Medallist



PASSION, COMPASSION & COURAGE

Kelly became only the second woman to win both 800m and 1500m titles in one Games. Alongside her army responsibilities as a physical training instructor (and judo champion), she persevered through injury and illness before finally achieving her goal. She also became a rare female Sports Personality of the Year. Kelly has since written *Black, White & Gold* and the motivational guide *Just Go For It*. She talks about passion, compassion and courage.

D Marc Priestley

Motor Racing Expert



BIG DATA & MARGINAL GAINS

Marc spent ten years as a mechanic on the McLaren Formula One pit crew. Looking at every aspect of F1, he explains the communication, teamwork, pressure and strategy to secure marginal gains. With each car generating 10MB of data per lap, analysts look ever more closely at competitors' decisions in an effort to optimise their own team performance. In 2015 Marc focuses on the new electrically-powered Formula E, showcasing the latest British racing technology.

See also Mark Gallagher, p53

B Katherine Grainger MBE

Double Sculls Champion



DREAMS DO COME TRUE

Britain's most successful female rower achieved four world titles and three Olympic silvers before picking up gold alongside Anna Watkins at London's Games. She has since published *Dreams Do Come True* – and gained a PhD (in homicide). In her speech Katherine reveals the little things she did differently to Beijing, and how ability to identify and exploit opportunity pays off in high level competition. She also describes "the terror, fear and excitement."

See also Matt Pinsent, p108

B Colin Jackson CBE

Presenter & Former Champion Hurdler



STAYING AT THE TOP

Colin was ranked among the top ten hurdlers in the world for nearly two decades – retaining the 110m record for thirteen years. He has since picked up his spikes to train young athletes. Away from the race track he's become a polished presenter and one of the driving forces behind Sport Relief. Colin speaks about the winning formula, the mental visualisation techniques and the unwavering dedication needed to stay at the top of your game.

See also AP McCoy, p107

B Andrew Strauss OBE

Former England Cricket Captain



BECOMING WORLD NO.1

Andrew Strauss is one of only three England cricket captains to lead his side to Ashes victory both home and away. He devised a plan to achieve world No.1 ranking within five years; working closely with Andy Flower, the objective was met in half the time – and Strauss earned a reputation for gritty and intelligent leadership. He talks about how to create and share a vision, build trust and encourage change. He might also talk about the team's recent struggles.

See also Geoff Miller, p107

"He really resonated on collaboration"

SANTANDER ON MARC PRIESTLEY




COACHES. WRITERS & PSYCHOLOGISTS
C Dr Steve Bull
 Sports Psychologist

CONFIDENCE, CLARITY & RESILIENCE

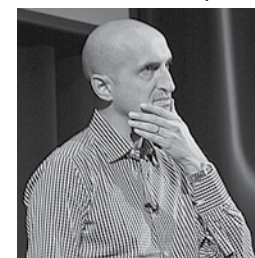
Steve served as HQ psychologist to Team GB at three Olympic Games. He was also leadership coach to the England cricket squad that last won back the Ashes. Steve considers coaching the primary responsibility of every manager in every organisation, creating a mindset to allow the team to thrive under pressure. He advocates a focus on improving strengths rather than weaknesses, controlling the controllables, and reviewing success instead of failure.

See also Adrian Gilpin, p51

A Dr Steve Peters
 Consultant Psychiatrist

DEVELOPING A WINNING EDGE

As the resident psychiatrist at GB cycling, Steve was described as a genius by Dave Brailsford. Working in several sports, he has an unparalleled reputation for giving people an edge – as well as the confidence to overcome defeat. As in his book *The Chimp Paradox*, Steve shows how to deal with fear and “become the person you want to be.” He explains how to visualise and break each challenge into small stages, focusing on the process rather than the outcome.

B Matthew Syed
 Author & Former Sportsman

OPENING UP TO CHANGE

Matthew was England's No.1 table tennis player for more than a decade. He's now best known as author of the bestseller *Bounce* and Beckham's ghostwriter. In presentations Matthew challenges organisations to avoid institutionalism and open themselves up to change. Feedback should be shared with everybody. Just as the entire aviation industry learns from each aircraft's black box after an incident, failure should become an opportunity to adapt and grow.

See also Tim Harford, p43

D Clare Connor OBE
 Head of England Women's Cricket

STAYING AT THE TOP

Clare led her side to their first Ashes triumph in 42 years. She now chairs an ICC committee and presides over women's cricket at the ECB. 2015 sees her host the Women's Ashes in a bid for three straight wins. To stay at the top Clare believes you need to know how you got there then re-set the vision, work out a detailed road map and ensure that everyone accepts the part they play in the whole. Gender is irrelevant: “All that matters is understanding your people.”

C Jamil Qureshi
 Psychologist

CREATING A DIFFERENCE

Jamil helped sportspeople like David Coulthard and Darren Clarke enhance their performance. He's also worked on Derren Brown's psychological illusions. In presentations Jamil shares practical insights from his Mind Shaping programme. He believes the best way for a brand to stand out, where there might be little to differentiate between products or services, lies in understanding the psyche and the way we interact. He shows how to energise any team.

See also David Meade, p129

B Prof. Greg Whyte
 Professor of Applied Sport & Exercise Science

HAVING THE ATTITUDE TO SUCCEED

Greg was a pentathlete before becoming Research Director at BOA, helping prepare Team GB for five Olympics. He's also trained David Walliams to swim the Thames and Izzard to run marathons. 2015 sees a new book, *Achieving The Impossible* – and his 19th Red Nose challenge. In speeches Greg demonstrates that success is not a question of chance, as with the four remarkable women who came to him wanting to swim the English Channel.

See also Alastair Campbell, p49

“He got the agenda off to a cracking start”
CARTUS ON JAMIL QURESHI



STEVE PETERS

"We could not have asked for a better opening speaker to motivate delegates"

NATIONAL HOUSING FEDERATION

CYCLING: A BRITISH SUCCESS STORY
B Mark Beaumont
 Round the World Cyclist

CALCULATING & CONTROLLING RISKS

In a phenomenal display of endurance Mark cycled 18,297 miles around the world in 194 days, shaving 81 days off the record. He's also ridden the length of the Americas (and rowed from Canada to the Pole). 2015 brings the Paris-Cape Town Race. His approach is straightforward: "Test your limits, but don't allow the big picture to terrify you. Instead set a series of manageable targets, develop consistent output and learn to calculate and control the risks."

See also Dave Cornthwaite, p101

B Will Butler-Adams
 Managing Director, Brompton Bicycle

THE MAKING OF BRITAIN

Brimful of passion for engineering, Will is helping to lead a surge in UK manufacturing. Brompton design, produce and distribute 35,000+ folding bicycles each year from their London factory – with half the 1,200 parts made onsite. Exports account for 80% of sales. With six of their own Brompton Junction stores and retailers in 44 markets across the world, Will reveals his 2016 growth strategy. He plans an ebike powered by F1 technology, and cycle hire in 25 more cities.

See also Peter Marsh, p60

B Dame Sarah Storey DBE
 Paralympic Swimming & Cycling Heroine

CHANGING COURSE AND STAYING ON TOP

As a talented and dedicated young swimmer, Sarah entered her first Paralympics at the age of 14. In all she won 20 gold medals and broke 41 world records in various championships – then switched to cycling. She's since won 6 Paralympic golds in her new sport and twice been crowned UK track champion against able-bodied competition, despite being born with a non-functioning left hand. Sarah demonstrates what it takes to push both body and mind to the limit.

See also Danny Mills, p15

B Chris Boardman MBE
 Legendary Cyclist & Entrepreneur

LEARNING TO LEARN

Nicknamed 'The Professor' for meticulous attention to detail, Chris won Team GB's first Olympic cycling gold for over 70 years. He has since helped develop a carbon-fibre bicycle with Lotus, launched his own Boardman Bikes brand and become a commentator. 2016 brings his life story: *Triumphs and Turbulence*. Chris attributes his success to finding the right niche rather than natural talent: "It's all about learning to learn, dealing with fears and harnessing failure."

A A Sir Chris Hoy MBE
 6 Gold Medal-winning Track Cyclist

THE CONSTANT SEARCH FOR MARGINAL GAINS

Chris has amassed 11 World Championship titles and 6 Olympic golds; he's now the most successful British Olympian of all time. As well as promoting his range of bikes and raising cycle awareness, 2015 sees him take part in the Nissan GT Series – as a hobby. Chris explains how he dealt with intense competition and learned to bounce back after defeats – and why the team always searches for *marginal* gains. He might also take delegates on a country bike ride.

B Shane Sutton OBE
 Head Coach, British Cycling

SPIRIT, TOUGHNESS & TECHNICAL EXCELLENCE

Shane is one of the key figures behind the success of Team GB. With a pragmatic but determined attitude he's learned from the mistakes he once made in the saddle (though he still won a Commonwealth gold), and applies the lessons to Team Sky and contenders for Rio 2016. With a very down-to-earth style, Shane explains how he and other coaches foster a balance of team spirit, individual motivation, psychological toughness and technical excellence.

"Brilliantly delivered, relevant and perfect for the audience"
 OLD MUTUAL WEALTH ON CHRIS HOY

And Q&A with...
 Sir Bradley Wiggins

RUGBY WORLD CUP SQUAD

B Lawrence Dallaglio OBE

England Rugby Hero



COPING WITH THE PRESSURE

Lawrence has achieved every accolade in rugby. He won 85 caps in England's back row, many as captain, and was the only person who stayed on the field for every minute of every match in the 2003 World Cup. He ended his career with a fairytale Premiership win for Wasps. Since hanging up his boots Lawrence has raised millions with his 'Cycle Slams.' He talks about pushing for success, even when the odds are against you, and coping with pressure on and off the field.

C Ben Kay MBE

Rugby Forward Turned Adman



THE MAKING OF BRITAIN

Ben joined England's rugby team shortly before the famous World Cup victory, and was still playing four years later when they struggled to reach the final. In presentations Ben considers the differences between the two teams – and the lessons they teach us about leadership, culture and attitude. Now at the helm of his own ad agency, and a key member of BT Sport's Premiership team, he translates on-field experience into practical business tips.

See also Brian Moore, p106

A Sir Clive Woodward OBE

Legendary Coach



THE DNA OF A CHAMPION

12 years ago the nation held its collective breath as Clive's men fulfilled their promise and clinched the World Cup. He's since helped elite athletes achieve unprecedented success, and launched a new app to capture and share knowledge on any subject. In his presentations and workshops Clive demonstrates the power of collaborative leadership and how to create a winning mindset. He also uncovers the DNA of a champion, which goes way beyond natural talent.

See also Rasmus Ankersen, p49

B Sean Fitzpatrick

Former All Blacks Captain



BENCHMARKING AGAINST THE BEST

Sean is one of the greatest rugby players of all time – and the world's most capped hooker. He played in 92 Tests (63 consecutive matches, 51 as captain) and led the All Blacks to a famous victory in the first ever World Cup. He now advises on leadership. Sean talks about benchmarking yourself against the best, as in any sporting contest. He encourages an attitude of continuous learning and development, both within companies and as individuals.

A A Francois Pienaar (South Africa)

Springboks Hero

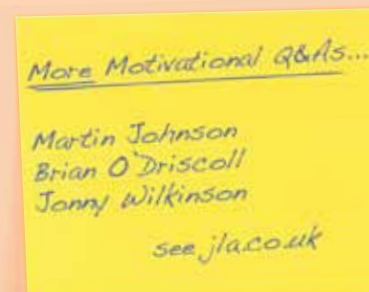


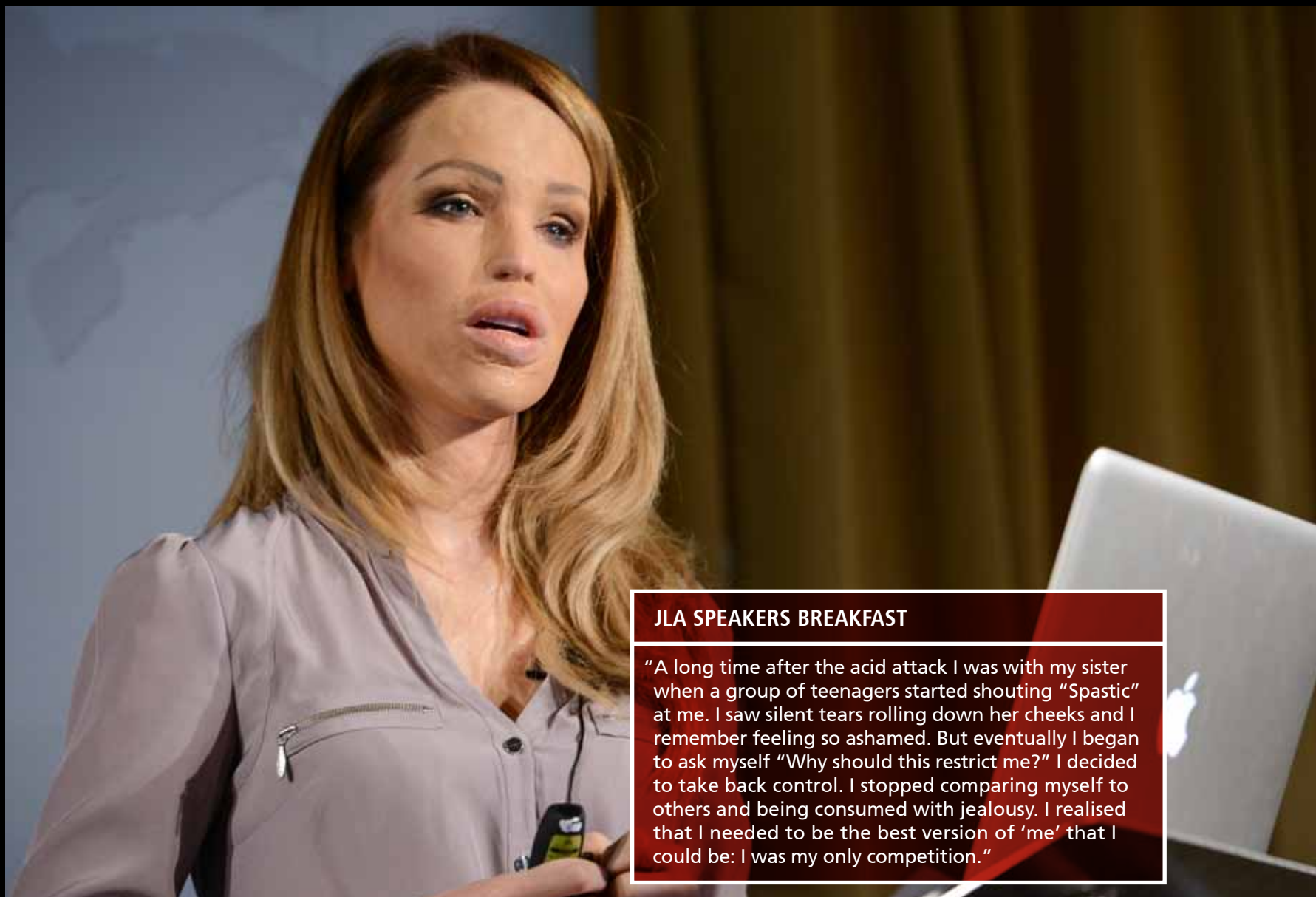
UNITING IN THE CAUSE

Francois' defining moment came when he captained the Springboks to World Cup glory – instilling fierce national pride. The story was told in the Hollywood movie *Invictus*, with Matt Damon showing him using sport to unite a nation divided by years of apartheid. In his speech the ex-Saracens player and coach talks about his enduring respect for Nelson Mandela, and how unwavering belief in your team can often make the difference between success and failure.

“Eloquent, great opening VT and absolutely in line with our conference”

HALFORDS ON CLIVE WOODWARD



**JLA SPEAKERS BREAKFAST**

"A long time after the acid attack I was with my sister when a group of teenagers started shouting "Spastic" at me. I saw silent tears rolling down her cheeks and I remember feeling so ashamed. But eventually I began to ask myself "Why should this restrict me?" I decided to take back control. I stopped comparing myself to others and being consumed with jealousy. I realised that I needed to be the best version of 'me' that I could be: I was my only competition."

KATIE PIPER

"Friendly, relaxed and professional – and a thoroughly inspiring lady""

ROCHE PRODUCTS

LIVE

ALL JLA SPEAKERS BREAKFASTS ARE STREAMED **LIVE**. CHECK WEBSITE FOR DETAILS.

OVERCOMING ADVERSITY

C Karen Darke
Para-cyclist & Mountaineer



ACHIEVING SOMETHING SPECIAL

Karen has kayaked through Alaska's Inner Passage and journeyed 600km across Greenland, in spite of paralysis from the chest down. Since claiming silver in the London Paralympics she's been run over by a car, but refuses to be deterred by the setback. Karen sums up her approach: "First you ask 'how can I do this?' Then you deal with fear and commit, and then you see if you're on to something special. If it isn't working you dust yourself off and try again."

See also Richard Parks, p21

B Katie Piper
Former Model



CHALLENGING PRECONCEPTIONS

Katie was enjoying a flourishing career as a model when a vicious attacker threw sulphuric acid in her face. Thinking her life was all but over, she began a two-year rehabilitation period – having to put on a pressurised mask for 23 hours every day. After more than 70 operations and countless therapies, she still faces challenges but she is rebuilding her life. Katie talks about survival techniques, knowing your limits and challenging people's preconceptions.

See also James Cracknell, p105

C Marc Woods
Paralympic Gold Medallist



SURVIVORSHIP

As a keen teenage swimmer Marc was distraught to be diagnosed with cancer. He lost his lower leg, but within months he was swimming faster than before. He went on to win four golds over five Paralympics. Marc has now published *Beyond The Call*, exploring how fairness, trust, empowerment and self-sacrifice all combine to produce extra, 'discretionary' effort. In speeches he shows what happens by focusing on those things that are under your control.

C Nic Hamilton
Racing Driver



DARING TO BE AMBITIOUS

Nic was told as a child that he would never be able to walk due to his form of cerebral palsy. Not one to accept he can't do things, he became determined to prove people wrong. By 17 he was walking unaided. But his real dream was to be a racing driver, like his brother Lewis. Remarkably, by the age of 21 he had made it into the FIA European Touring Car Cup. Nic believes ambition is limited only by attitude: "You just have to keep facing up to the challenge."

D Simon Wheatcroft
Blind Ultra Marathon Runner



NAVIGATING OBSTACLES

When he went blind Simon refused to let it become a barrier to everyday things like running. He trained on open roads – using an app to navigate obstacles. Months later he could run 100 miles. 2015 sees him pursuing a world record 54 back-to-back marathons, continuing while he's in the air! He is also hoping to run a desert marathon, with wearable technology as his guide. Simon tells a richly life-enhancing story of determination, endurance and inventiveness.

C Martine Wright
7/7 Survivor & Paralympian



RE-DEFINING YOUR GOALS

Martine lost both legs in the 7/7 Circle line bombing. She was last to be rescued. Trapped in debris for an hour, she'd lost 80% of her blood supply. Then came a year of rehabilitation during which she learned to walk again, with prosthetics. Yet she still sees herself as lucky: the Paralympics, secured the day before the bombings, gave her a new goal. She now has 40 GB caps in sitting volleyball. The ex-marketing manager addresses change, goal-setting and diversity.

"Many guests said he was the most inspiring speaker they had ever seen"

BPIF ON SIMON WHEATCROFT

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+ Evergreen Motivators
Miles Hilton-Barber
Ben Hunt-Davis
Richard Noble
Steve Redgrave
Joe Simpson

MILITARY HEROES

B Col Tim Collins OBE
 Army Officer Turned Security CEO


LEADING IN UNCHARTERED TERRITORY

Tim's rallying cry to his troops on the eve of invasion in Iraq captured worldwide attention. He now heads a security services company, training Afghan soldiers and helping African armies contain the Ebola threat. Tim sets out the leader's role: "Get your reason and organisation right, make sure the right people are in the right spirit, ensure your team pull together and fully understand each others' roles, issue the right instructions – and then let them get on with it."

See also Chris Hunter, p48

D Mark Ormrod
 Royal Marine Triple Amputee


REFUSING TO ACCEPT DEFEAT

On Christmas Eve 2007 Mark was on a routine patrol when he stepped on an Afghan mine, becoming the conflict's first triple amputee. At the brink of despair after being told he'd never walk again, his 'Marine's ego' kicked in and he conquered his new bionic legs. In an extraordinarily uplifting speech, Mark proudly explains he doesn't need a wheelchair: "Choose who you listen to, as some won't believe you can achieve what you want." 2015 sees a new book – *Man Up!*

C Simon Weston OBE
 Falklands War Hero


TURNING ADVERSITY INTO OPPORTUNITY

As a Welsh Guardsman, Simon was waiting aboard HMS Sir Galahad when it was bombed by Argentine planes off the Falklands. After a series of operations he rebuilt his life with enormous courage, setting up The Weston Spirit to help community projects across the UK. A humble, funny and truly inspiring speaker, Simon shows how a positive attitude enables any of us to cope with a dramatic change in circumstances, and turn adversity into opportunity.

See also Terry Waite, p101

C Mandy Hickson
 Former Fighter Pilot


DEALING WITH HIGH PRESSURE SITUATIONS

Mandy was one of the first female pilots to serve in a front line Tornado GR4 squadron. She once had to roll the aircraft 120 degrees and pull 4G towards the ground to avoid a surface-to-air missile. In speeches Mandy focuses on the human factors like stress that occur in any team: "If one person's making mistakes, it's likely others are doing the same. The solution is to look at your weaknesses and turn from a culture of blame to one of openness."

C Richard Villar
 Emergency Response Surgeon


MEETING UNIMAGINEABLE CHALLENGES

Richard served as SAS Medical Officer, operating in the field on soldiers and civilians alike. He is now a leading orthopaedic surgeon and a member of the Disaster Emergency Response Team. 2015 sees him work on the delayed effects of the conflict in Syria. Richard describes arriving in a stricken area with the infrastructure destroyed: "Without water, power or the rule of law, you take nothing for granted." The challenges go beyond what most of us can imagine.

CONFERENCE SPEAKERS

THE ECONOMY: WHAT'S AROUND THE CORNER?

A David ('Danny') Blanchflower CBE (US)
Professor of Economics, Dartmouth College



EVERYDAY ECONOMICS

Alongside his American academic appointment, the former MPC member is Economics Editor of the *New Statesman*. He describes himself as a specialist in the everyday economics of people, focusing on real data instead of forecasts. As an ex-policy maker Danny is perfectly placed to interpret the decisions of the Fed and the Bank of England, and how they move from near-zero interest rates. He also looks at wages and the impact of migrants in the workforce.

B Roger Bootle
Advisor, House of Commons Treasury Committee



THE UK AND THE EUROZONE

Roger is a former HSBC Chief Economist and winner of the Wolfson Prize (for his study on how a country can best leave the Euro). 2015 brings another edition of his book *The Trouble With Europe*, exploring the Greek crisis, immigration and the policy conundrums facing the ECB. Roger believes financial markets are more sanguine about UK politics than most people imagine, though 2015/16 could be an exception. He also sees the pound heading for a major fall.

See also *Europe*, p34

A Todd Buchholz (US)
Former White House Director for Economic Policy



GLOBAL UPHEAVAL

As well as serving under George Bush Snr, Todd has headed a \$15bn hedge fund, lectured on economics at Harvard and co-produced a Broadway hit. He has also written about global upheaval in *Market Shock*. Todd looks at macro-economic issues and the impact on financial and business strategy. He expects China to be jittery about growth in 2015/16, amid fears of recession. The US economy will pull away, despite a President "whose quack will only get more faint."

See also *Robert Guest*, p46

C Frances Cairncross CBE
Chair, Executive Committee IFS



CHALLENGES AT HOME AND ABROAD

The presenter of Radio 4's *Analysis* programme and ex-Management Editor at *The Economist* surveys the landscape. Frances argues that the pace and stability of UK recovery will be held back until we make real progress on deficit reduction, involving difficult cuts in areas like top-up benefits. And with the EU such a big market, stagnation presents a real threat. In the meantime we're set for a workplace revolution, with ever more of us continuing into our 70s.

A Stéphane Garelli (Switzerland)
Professor, IMD



COMPETING IN THE GLOBAL RACE

The Director of the World Competitiveness Centre and former Managing Director of the Davos World Economic Forum sets out the global picture in 2015. Stéphane's focus is on how companies and countries compete in, and look to open international markets. In presentations he explains that we also compete in mindsets, and examines the possible consequences if big advanced economies continue to recover while some emerging nations slow down.

IN SYNCH WITH THE NEW WORLD

In 2015/16 the world economy enters a new era of fragility characterised by weaker growth, financial, monetary and price instability. Although still global, it's increasingly desynchronised and fragmented.

But volatility does not mean unpredictability. Some issues will continue to shape competitiveness. There will be new players, new brands from the emerging economies, and new markets such as Africa. We will also have new business segments (like the 'less poor' in the developing world, and the 'silver generation' in advanced economies), new conditions wrought by the cost of energy and labour, and a likelihood of new rules in corporate governance and compliance. And there will be new consumer attitudes.

How can companies win in this new world? How can they implement models which prove more resilient, simpler and able to adapt to local markets? What is the so-called 'new normal' which will mark out our economic and business environment? And what will be the management competencies and the personal skills which define success?



JLA AUDIENCE

Coggan: forecasts are for 3% growth this year and next... a little optimistic?
 #bwinvestmentconf @TheEconomist

D Philip Coggan
 Capital Markets Editor, The Economist



BEYOND THE NUMBERS

After revealing the illusions behind the crash and its long-term ramifications in *Paper Promises*, 2015 sees a new edition of Philip's *Money Machine* – including his overview of the London markets. In his speeches Philip assesses the pressures and gauges the outlook for equity, bond and currency markets. With a trade deficit that still needs financing, he looks at the risk of a sterling crisis amid the uncertainty of a possible second election and an in/out EU referendum.

C Charles Davis
 Associate Director, EY Global



CRUNCHING THE DATA

Charles assesses the macroeconomic data and global indicators for the effect they might have on business strategy. As well as reporting on South East Asia, the Middle East, China and Africa, he also supervised the UK Consumer Confidence Index. In 2015 he sees tech and construction performing well, with an improved outlook for retail as pay picks up and prices ease on the back of cheap oil; meanwhile our infrastructure projects should benefit as China 'invests West.'

B Megan Greene
 MD & Chief Economist, MAM



ECONOMIC CAUSE & EFFECT

Roubini's former Director of European Economics is now dividing her time between London and Boston. In presentations Megan scans the globe from China, Asia, Russia, Africa and the Middle East to the States and Europe. She analyses the markets and indicators from resource ownership and currency movement to social unrest and its effect on national governments. Among the risks she also considers the consequences of sanctions and the economics of migration.

See also Marvin Zonis, p47

Rt Hon Alistair Darling MP
 Chancellor of the Exchequer 2007-2010



BACK FROM THE BRINK

Alistair Darling served as Chancellor during the most turbulent and far-reaching economic crisis the world had seen for 60 years. He is now widely regarded as having played a leading part in restoring stability to the global markets – before fronting the cross-party campaign for Scotland to remain in the UK. Alistair argues that the longer the 'bloodletting' of austerity continues for Eurozone countries unable to make ends meet, the weaker the patient will become.

See also Goran Persson, p7

C Sir John Gieve KCB
 Former Deputy Governor, Bank of England



WEIGHING UP THE RISKS

Before his appointment to the Bank of England and MPC, John led spending reviews for Labour and the Conservatives. He now chairs a technology company and risk committees at MSI and CLS. John weighs up the risks from Eurozone woes to tension with Russia and the Middle East, cyber attacks and increasingly demanding regulators. In terms of domestic policy, he expects the BoE to hold down rates until wages and inflationary pressures significantly increase.

A Prof. Anil Gupta (US)
 Professor of Global Strategy & Entrepreneurship



THINK CHINA AND INDIA

Alongside academic appointments Anil is a member of the WEF Council on Emerging Multinationals. He is also co-author of *Getting China And India Right*. In speeches he explains that, unlike China, India has no worries about domestic demand – with inflation off its peak and Modi's economy growing at 8%. Once they realise the gains to be had from growing trade with one another, and achieve parity with the US, there will still be enormous potential for growth.

See also Jack Perkowski, p47

"Very frank and open, with lots of humour among the weighty issues"

ASSOCIATION OF CORPORATE TREASURERS ON ALISTAIR DARLING



JLA SPEAKERS BREAKFAST

"As long as unemployment remains low, Germany is happy to chug along. They don't think the slowdown is their fault, and they're reluctant to reverse years of domestic underinvestment even though they can borrow for nothing. Instead they blame Russian sanctions and the failure of France and Italy to implement difficult structural reforms. They don't want to ease up on austerity because the German population is ageing rapidly and it would saddle the next generation with debt. It's a real morality tale in Berlin."

MEGAN GREENE

"Authoritative and eloquent"

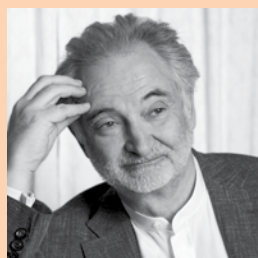
NEXIA INTERNATIONAL

LIVE

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EUROPE
A Dr Jacques Attali (France)

Founder, EBRD


REMOVING THE OBSTACLES TO GROWTH

Attali chaired a Presidential Commission examining the obstacles to French growth. He is an advocate of deregulation and major investment in education. In his book *A Brief History Of The Future*, the one time Head of the European Bank for Reconstruction and Development argues that by 2100 individual states should have disappeared. What we need, as present crises in finance and climate prove, are functioning world institutions and a global rule of law.

B Philippe Legrain

Fellow of the European Institute, LSE


FINANCE, ECONOMICS & POLITICS

Philippe has served as an Economist correspondent and special advisor to the World Trade Organisation and European Commission President. In speeches he explores the backlash as EU voters grow increasingly disenchanted and old grievances have been revived. But despite Europe's weakness addressing collective economic and defence challenges, Philippe believes that globalisation provides the best opportunity for everyone, rich and poor, to improve their lives.

A A Jean-Claude Trichet (France)

Former President, European Central Bank


THE STATE OF EUROPE

Trichet served as Head of France's Treasury, Deputy Governor of the IMF and World Bank, and Governor of the Banque de France before succeeding the late Wim Duisenberg as ECB President. Trichet recognises that politicians made mistakes in the first decade of the single currency, not least in the policy of benign neglect towards Greece. He has also argued that the Eurozone economy as a whole was not in as poor a state as the US and Britain.

A José Manuel Campa (Spain)

Former Spanish Deputy Finance Minister


INTERNATIONAL FINANCIAL SYSTEMS

Campa was seconded by Zapatero at the height of the crisis to help steer the Spanish economy through the storm. He'd previously acted as consultant to the IMF, World Bank and European Commission. Having returned to his academic role, the strategy professor believes the Eurozone's fourth largest economy has taken the right steps to shrink its deficit. In speeches he explores growth strategy and why it wouldn't be economically sensible for a country to exit the Euro.

See also José Maria Aznar, p7

A Wolfgang Munchau (Germany)

Associate Editor, Financial Times


A RATIONAL EUROZONE?

Wolfgang is co-founder and former Editor-in-Chief of Financial Times Deutschland. He continues to pen an influential column on the European economy. He argues that if the north were to force the south into more and more deflationary adjustment, the process could take a decade. It could also trigger depression and massive political opposition - beyond the fall of governments. Germany clearly wants to see the Euro succeed, but how much is it prepared to pay?

C Fabian Zuleeg (Belgium)

Chief Economist, European Policy Centre


EUROPEAN POLITICAL ECONOMY

Fabian works closely with decision makers across the European institutions. He is responsible for the EPC's research on the digital single market, labour, health, energy and environment issues. In 2015 Fabian sees the EU in a perfect storm, struggling to maintain its economic and social model. Eurosceptic parties look to increase their support in many nations, with UKIP accelerating British alienation from the EU - raising the possibility of 'Brexit.'

D Anthony Hilton

Senior Commentator, The Independent & Standard

**THE STATE WE'RE IN**

Anthony has won the WEF's most prestigious press award. He offers an instant take on the state of the economy. With the oil price fall, an entrepreneurial boom and access to pension pots, Anthony believes that conditions exist for a long period of UK growth – "so long as politicians don't muck it up." The other uncertainty is the timing of a sharp fall in the pound. Meanwhile he views 'Brexit' as an ill-conceived idea and a wholly unnecessary leap into the unknown.

A Dame DeAnne Julius CBE

Chair, UCL

**SHORT TERM RISKS & LONG TERM TRENDS**

After an early career with the CIA, DeAnne became Chief Economist for BA and Shell before serving as a founder member of the Bank of England Monetary Policy Committee. Her expertise extends from global economic issues (like digitisation and demographics) to strategic planning and governance. DeAnne also expresses concerns about Europe; if deflation takes hold, unsustainable government debt in Italy, Spain and even France could trigger full-blown crisis.

A A Lord (Mervyn) King GBE

Former Governor, Bank of England

**SHIFTING TO A NEW EQUILIBRIUM**

Mervyn King played a key role in British and global attempts to deal with the financial crash. Under his tenure banks were assisted, QE was introduced and regulation was drafted to prevent a similar collapse: King describes it as a time of genuine international cooperation. In speeches he considers why recovery has been slow. He advocates programmes to boost productivity and make innovation pay, and greater open trade within developed economies.

D Paul Johnson

Director, Institute for Fiscal Studies

**TAX AND SPEND**

Before heading the independent research institute Paul was the Treasury's Director of Public Spending. In 2015/16 he considers the scale of spending cuts to come and the challenge inherent in cutting welfare. Paul also examines radical changes in pension policy and how well pensioners are doing relative to those of working age; the behaviour of the labour market; and how we have witnessed a fall in living standards combined with a *fall* in inequality.

B Prof. John Kay CBE

FT Columnist & Business Author

**WHERE ECONOMICS MEETS BUSINESS**

Alongside his column John is a Visiting Professor at the LSE and author of *The Long and The Short of It*. 2015 brings a new book offering "a financial system to meet the needs of the real economy." Instead of macroeconomic developments, John's presentations focus on the bigger themes: the future of capitalism, the role of business in society – and the relationship between government and business. He also explores the mechanics of the *next* crisis.

B Lord (Norman) Lamont

Former Chancellor of the Exchequer

**THE HOME AND WORLD ECONOMY**

Originally in investment banking, Norman Lamont occupied No.11 in the 90s. He was later described as the most effective Chancellor since the war. In 2015 Norman is wary of too many political concessions at home and sceptical about the healing properties of QE in the Eurozone. He is hopeful on relations with Iran, in which he has long standing interest: "It will eventually open up and offer exciting opportunities for cooperation with the West."

"Pragmatic and thought provoking"

ANGLIAN WATER SERVICES ON ANTHONY HILTON

AFRICA AWAKENING

C Prof. Stephen Chan OBE
Professor of International Relations, SOAS



UNDERSTANDING AFRICA

Stephen advises African ministers, big corporations, peacekeepers and British and Chinese governments on Africa. While several of the continent's 54 states have shown increases in GDP, investment still carries many dangers. Stephen highlights risks and benefits, compares investment models, warns against 'tailored' democracies, assesses infrastructure issues and looks at the new generation of entrepreneurs. He reveals surprises in places like Angola.

See also Hans Rosling, p43

A Lord (Mark) Malloch Brown KCMG PC
Former UN Deputy Secretary General



ECONOMIC PROGRESS & POLITICAL RISK

Mark has served as UN Deputy Secretary General to Kofi Annan, Vice Chairman of the Soros investment funds and Vice President of the World Bank. He was also a Foreign Office Minister with responsibility for Africa and Asia. In presentations Mark examines the potential in agriculture, energy and finance in parts of Africa, but warns of tensions created by progress. Meanwhile, more and more people display a mobile phone in each hand – a visible symbol of growth.

CONFERENCE SPEAKERS
THE ECONOMY:
WHAT'S AROUND THE CORNER?

A Augusto Lopez-Claros (US)
Director of Global Indicators, World Bank



MANAGING THE GLOBALISATION PROCESS

Before his appointment to the World Bank, Augusto was Chief Economist for the World Economic Forum. He previously served as resident IMF representative in Moscow after the end of the Soviet regime. In his presentations Augusto focuses on the challenge of managing the globalisation process and the effects of ICT on developed and developing economies. He also sets out the case for close cooperation between global institutions, old and new.

B Dr Gerard Lyons
Mayoral Advisor



POSITIVES, NEGATIVES & FAIRYTALES

Gerard was Chief Economist at Standard Chartered. He now advises Boris Johnson on local, national and international economic issues – marrying knowledge of the markets with an insight into policy making. In speeches Gerard delivers an illuminating analysis of the prospects. On the home front he looks for signs of increasing *consumer*, not just market confidence. Meanwhile he sees a Chinese economy reminiscent of Cinderella, Goldilocks and Superman.

B Prof. Douglas McWilliams
Executive Chairman, CEBR



LONDON & THE WORLD ECONOMY

Doug served as Chief Economist at IBM UK and the CBI before establishing the high-profile consultancy. 2015 brings a new office in Singapore and a division specialising in the energy sector. It also brings a new book, *The Flat White Economy*, on how London has become the world's leading digital city. In speeches Doug covers all the bases from housebuilding to the knock-on effects of political instability and the new ceiling on oil and gas prices.

C Bronwen Maddox
Editor & CEO, Prospect Magazine



SHOWING OUR RESILIENCE

The ex-Wall Street and City analyst joined The Times as US Editor. She still writes about business as well as heading the influential magazine which helps CEOs and policy makers navigate the geo-political waters. Bronwen reads the runes from Putin's manoeuvring to Syriza's game theory. Acknowledging the threats, she still sees grounds for optimism. We are proving resilient, we're learning to do economic cooperation and we're embracing the tech revolution.

See also Robert Guest, p46

“Well delivered and information rich”
OFFICE FOR NATIONAL STATISTICS ON BRONWEN MADDOX



JLA SPEAKERS BREAKFAST

"Deflation is not necessarily bad. For long periods in history Britain has had increasing living standards and stable or falling prices. Of course a cycle of deflation that leads to consumers deferring purchases would be a problem, but that isn't what the UK is experiencing. The main effect of the oil price fall will be to boost consumer spending – adding around 0.25% to GDP."

NORMAN LAMONT

WITH ROBERT GUEST & MARY NIGHTINGALE

"Great humour, experience and clarity of expression"

BARCLAYS

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A A Niall Ferguson (US) Economic Historian



WHAT HISTORY TELLS US ABOUT THE FUTURE

Combining appointments at Oxford, Stanford and Harvard, Niall is seen as the world's most influential economic historian. He suggests what we can learn from the past about the vexed relationship between finance and politics, the strengths and limitations of global power – and the case for radical institutional reforms. In speeches he looks at the tech revolution in historical perspective, how companies rise and fall and whether or not this is the Chinese century.

NETWORKS VERSUS HIERARCHIES

Clashes between hierarchies and networks are not new. The 17th, 18th and 19th centuries all brought network-driven innovation: the Scientific Revolution, Enlightenment and Industrial Revolution. And yet the hierarchies triumphed – partly because the railways, steamships and telegraph cables that made possible the first age of globalisation had owners.

It seemed a modus vivendi had arisen between the new networks and the old hereditary hierarchies. In fact, so complete was the control that when empires went to war they could mobilise 70 million men.

Today, by contrast, hierarchies appear to be in much more trouble. The most obvious challenge is the flow of information unleashed by the Internet – allowing ordinary citizens to organise themselves into larger, more dispersed networks than ever before.

But it's too romantic to picture the world's *netizens* spontaneously rising up against corrupt hierarchies. The suspicion can't be dismissed that, despite all the hype of the Information Age, the old hierarchies and new networks are in the process of reaching a quiet accommodation with one another, much as thrones and telephones did a century ago.

CONFERENCE SPEAKERS THE ECONOMY: WHAT'S AROUND THE CORNER?

B George Magnus Former Senior Economic Advisor, UBS



LEARNING TO COPE WITH AGEING

George is one of the City's most respected voices. He explores how demographic change is affecting both the ageing West and youthful developing countries. In our case it means redrawing the line between our obligations and our state entitlements; by 2028 the retirement age will be 68 – then it will rise with life expectancy. George argues that to avert societal and economic pressures, employers will need to hang on to talent and make us all more productive.

See also Sarah Harper, p60

B Thierry Malleret (Switzerland) Former Network Head, World Economic Forum



GETTING USED TO COMPLEXITY

After serving as Chief Economist at a Russian bank, and founding the WEF Global Risk Network, Thierry now produces the Monthly Barometer – focusing on predictive analysis for private investors. In his latest book *Disequilibrium*, he argues that business leaders and senior politicians have become overwhelmed by complexity. Thierry also considers the consequences when 50% of activity occurs in the shadow banking industry, outside the reach of central bankers.

“Compelling ideas and analysis”
LONDON METAL EXCHANGE ON ROBERT PESTON

JLA AUDIENCE
Brilliant Niall Ferguson shredding #Obama
in the keynote “geopolitical taper” talk
at BofAML Global Macro Conference

A Dr Pippa Malmgren WEF ‘Global Leader for Tomorrow’



READING THE SIGNALS

Before establishing her asset management business Pippa was UBS Deputy Head of Global Strategy. She has also taught in Beijing, founded an international forum on defence, security and financial issues, and served on George Bush's National Economic Council. 2015 sees a new (crowdfunded) book: *Signals*. Pippa argues that we learn more about the economy from what's around us than from maths, because we can see the consequences and the contradictions.

C Paul Mason Economics Editor, Channel 4 News



ECONOMICS & ACTIVISM

The former Newsnight reporter sums up his brief as ‘profit, people and planet.’ In presentations he sets out the risks facing business and policy makers, and the growing clash between network and hierarchy. Paul explores how economic crisis, social networking and a new political consciousness have combined to create waves of activism – from online campaigns to the rise of populist parties across the UK and Europe. He sizes up the economic and social implications.

US Economic Thinkers
Tim Geithner
Paul Krugman
Prof. Michael Porter
Prof. Ken Rogoff
Larry Summers
see jla.co.uk



JLA AUDIENCE
Listening to Roubini at Aberdeen Asset
conference – 'there's ample risk for the
Fed whether they hike rates fast or slow'

B Andrew Neil
Media Owner & Broadcaster



THE POLITICAL & ECONOMIC LANDSCAPE

Andrew has reported for the Today programme, run Fox News, presided over the launch of Sky Television and edited The Sunday Times and The Economist. He now hosts This Week, Sunday and Daily Politics, and chairs The Spectator – with a raft of media interests in the Middle East. With his ringside seat on current affairs, Andrew provides an economic and political overview. Even in unsettled times, he admits there are always opportunities for innovators.

B Robert Peston
BBC Economics Editor



THE NEW REALITY

Robert was the first to draw public attention to the fact that Northern Rock was approaching technical insolvency. The ex-FT Financial Editor and author of *How Do We Fix This Mess?* now boasts over 800,000 regular followers of his blog. He's also investigated high street shops' reaction to online competition. In presentations Robert charts the economic twists and turns, and considers how we might move to a more sustainable, investment based model.

C Vicky Pryce
Chief Economic Advisor, CEBR



REBALANCING & REPAIRING THE ECONOMY

The former Joint Head of the Government Economic Service has also held senior positions in the banking and oil sectors. She now advises a consultancy and heads a new energy division. 2015 also brings books on industrial strategy and greater representation for women in the economy. In presentations Vicky looks at anything from growth and productivity trends to the impact of lower oil prices, political uncertainties and the future of the Eurozone.

A A Prof. Nouriel Roubini (US)
NYU Stern School of Business



THE NEW 'ABNORMAL'

Roubini served on the American President's Council of Economic Advisors before making headlines in 06 by predicting a recession. He was dubbed 'Dr Doom.' In presentations Roubini assesses the prevailing risks and long-term trends – from austerity fatigue to the levels of public debt, underemployment and income inequality. He also considers the lack of global policy coordination, food and energy security, and the new revolution in manufacturing.

See also Jim O'Neill, p10

BEHAVIOURAL ECONOMICS

A Prof. Nicholas Barberis (US)
Yale School of Management



BEHAVIOURAL FINANCE

Nick applies cognitive psychology to investor trading and the pricing of financial assets, and considers the "less than fully rational" behaviour of some market participants. Individual investors have an excessively rosy view of their prospects, he argues, often selling stocks that do well and holding those that decline – when they should do the opposite. Nick exposes the traps of over-extrapolation and overconfidence, and explains the theory of neuroeconomics.

See also Gerald Ashley, p48

B Paul Craven
Banker Turned Coach



UNDERSTANDING OUR WIRING

Paul headed Goldman Sachs' European institutional business. In the midst of the financial crisis he began to explore how people are hardwired to have biases and make mental shortcuts. It helped explain where traditional, rational economic models fail. In a highly interactive presentation Paul demonstrates how our psychological assumptions often lead to predictable mistakes; understanding how the mind really works vastly benefits our ability to make good decisions.

See also Tim Harford, p43

"Tons of extremely interesting information"
TRADE ASSOCIATION FORUM ON TONY TRAVERS

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CONFERENCE SPEAKERS

THE ECONOMY: WHAT'S AROUND THE CORNER?



JLA AUDIENCE
 Couldn't tweet during the last session -
 the speaker Justin Urquhart-Stewart was
 too good #NFU15 #motivated

C David Smith
 Economics Editor, The Sunday Times



THE OUTLOOK FOR THE UK

Alongside Sunday Times responsibilities and columns in Professional Investor and Industrial Review, David is a prolific book writer. 2015 brings his 11th volume: *Something Will Turn Up – The British economy past, present and future*. In speeches David likens low oil prices to a major tax cut, and distinguishes between good (UK) and possibly bad (EU) deflation. He might also reveal the latest findings of his own Skip Index, a reliable indicator of the state of the economy.

B Justin Urquhart Stewart
 Market Commentator



THE AGONY & THE ECSTASY

Justin is one of the best known names in investment management. During a time of continuing volatility he provides clear, calm commentary on the markets. Justin considers whether crowdfunding can achieve what 45 stock exchanges around the country used to do: raise local funds for local companies. Meanwhile he expects economic agony and ecstasy to continue. In 2015/16 Justin sees revenues growing but deficits worsening, record start-ups but nervous investors.

A Andy Xie (China)
 Independent Shanghai Economist



A CRITICAL EYE ON CHINA

The former Morgan Stanley Chief Economist for the Asia Pacific is an influential voice in the debate over the sustainability of Chinese growth. He shows how foreign inflows and government caps contributed to an enormous property bubble, which also fed wage and price inflation as export growth began to falter. Andy argues that to prevent dependence on exports China should redistribute its newly acquired wealth by giving citizens shares in state-owned companies.

C Prof. Tony Travers
 London School of Economics



THE REGIONS & THE CITY STATE

Tony is a highly respected voice on the public sector and local government, especially in London. He also sits on the Constitutional Review: Devolution in the United Kingdom. Tony argues that localism can only go so far if the centre determines 100% of taxation; greater autonomy for the regions could boost local productivity. He also considers the economic impact of immigration in London – where over 35% of the population are overseas born.

C Martin Vander Weyer
 Editor, Spectator Money



ALTERNATIVE FORWARD GUIDANCE

Martin began his career as an investment banker in London, Brussels and the Far East. He's now tackling business at The Spectator, hailed by Boris Johnson as 'The most oracular and entertaining commentator in town.' Instead of a technical take on the state of the economy, Martin's speeches mix global risk horizons with entertaining anecdotes and a financial morality tale. In 2015/16 he expects the markets to be rather less optimistic than consumers.

See also AC Grayling, p6

More Economists...

Stephanie Flanders
 Allister Heath
 Anatole Kaletsky
 Roger Martin-Fugg
 John Micklethwait

Zanny Minton-Beddoes
 Gillian Tett
 Theo Waigel (Germany)
 Martin Wolf
 Tom Vosa

at jla.co.uk

"A marvellous presentation"
 ABTA ON JUSTIN URQUHART STEWART



JLA.CO.UK EXCLUSIVE INTERVIEWS WITH MOVERS & SHAKERS



Chris Blackhurst
 Newspaper Executive

AN INDUSTRY IN CHANGE

Chris has served as Editor of The Independent, Head of Multi-Media and Group Content Director – both for the broadsheet and the Evening Standard. He's overseen their integration, turned the ES into a free paper and led talks on regulation. With former roles as City Editor and Westminster reporter, Chris offers insights on the disruption taking place across politics, business and the media, from regional devolution to the trials of an industry facing profound change.

Q&A: WITH CHRIS BLACKHURST

Were newspapers caught out by change?

Yes. They misjudged the Internet at the outset and rushed to make copy freely available (ironically as a form of advertising for print) – without considering the consequences. The proprietors failed collectively to charge, and we've paid the price ever since.

How can you compete in the digital space?

By adding value. Our USP is not general news (that's available everywhere) but commentary and analysis. We try to find exclusives and offer a distinctive take on existing stories. We always have to be as fast as the competition, if not faster – and we rely on trust in our brands and reputation for excellence.

What can we learn from the newspaper story?

As well as ensuring you're not caught off guard, you need to realise the value of content – it isn't always something to be provided for nothing.



Dan Cobley
 Former MD, Google UK & Ireland

BREAKTHROUGH TECHNOLOGY

Originally an oil exploration engineer and marketer, Dan became head of Google UK – with responsibility for \$5bn revenue. He now focuses on start-ups with a mission to disrupt normal service. In speeches Dan shows how Google use breakthrough technology to find transformative solutions to big problems. They include balloons in space to beam internet signals to remote parts of the world, and driverless cars to free up space (for more cars) and reduce accidents.

JLA SPEAKERS BREAKFAST EXCERPTS

There are now two and a half billion people online. A hundred billion searches are conducted every day and it's an incredibly powerful source of wealth and prosperity for the UK. It's not the US, Japan or Korea that leads internet technology and eCommerce. The UK is No.1 in spend per capita and the percentage of advertising through digital channels. In fact, we are the world's largest net exporter of eCommerce.

If 60 of you use Google in the next few minutes you might each have a subtly different experience. That's because about 60 experiments are carried out at any time – showing slightly different ways of presenting results or sorting answers. We once tested the shade of blue on search, which at first glance sounds like a subjective design issue. But by adding a little purple we increased click-through rates, improving revenue by two hundred million dollars a year.

The Intel founder Gordon Moore once hypothesised that the price performance of any product based on semi-conductors should go up significantly every 18 months. His rule still applies. If you're working on a technology-related product now, consider the likely cost when it comes to market, not just today's price. They might be sufficiently far apart to allow you to leapfrog the competition.

**DISRUPTION
 EVERYWHERE**





C Lord (Daniel) Finkelstein OBE
Associate Editor, The Times

THE POLITICS OF UNCERTAINTY

Danny originally served as advisor to William Hague and John Major, before aligning himself with David Cameron and George Osborne. He has also occupied a variety of posts at The Times from Executive Editor to Chief Leader Writer. He still writes on politics and football, alongside his role as a working Peer with a focus on infrastructure and urban regeneration. In speeches Danny surveys the Westminster scene, the public mood and the changes underfoot.

JLA SPEAKERS BREAKFAST EXCERPTS

Human beings have a strong instinct to reciprocate favours. When I say 'good morning' to you, you will say it back. If I hold out my hand, you'll shake it. It's the basis of human cooperation.

Cooperation forms the basis of fairness. It explains why welfare fraud and immigration are big political issues. We're worried about people taking out when they haven't put in. But it also provides a clue about the driver of human history.

We constantly create new technology, new laws and new forms of government allowing us to cooperate across ever greater zones of trust. As a result we've developed from village to city to globalisation, and each time the power hierarchies are disrupted.

Our mass media is now breaking down, and political parties are breaking with it. As dissent surfaces, you can watch disruptive technology doing what writing once did to the Kings' scribes, who tried to stop the people learning how to write. It's exactly the same.

Our bankers, lawyers and politicians are now being challenged by outsiders. We'll soon see new powers, and a structure develop to accommodate them – no matter how much the Establishment tries to resist.



B Tim Harford
FT's Undercover Economist

DOING THE SUMS

The presenter of BBC's *More or Less*, FT columnist, Oxford Fellow and million-selling business author is a compelling storyteller on economics, management and psychology. 2015 sees him back on *Today* – with a remit to scrutinise any politician's use of statistics. On big data Tim identifies a fundamental challenge: "We are in great danger of becoming obsessed with the forest but missing the trees. What really counts are individual customers and staff."

TIM HARFORD ON...

How Not To Deal With Uncertainty - There are two common tactics to cope with uncertainty: quantify it and avoid it. Instead, taking a cue from Greenpeace, Jeff Bezos and Brian Eno, think of it as a friend and even a competitive weapon.

Making More Mistakes - Solving big problems in an increasingly complex world is impossible without a process of trial and error.

Ideas That Matter - What we refer to as 'innovation' actually encompasses two rather different activities. Do innovative organisations have to choose?

Preventing Financial Meltdowns - We already know how to prevent catastrophes in complicated systems: investment bankers need to talk to safety engineers.

The Economic Outlook - What the economists don't tell us: a subversive macroeconomic overview, with a look at the record of economic forecasters.

Misinformation Is Beautiful - From graphic pioneer Florence Nightingale to multidimensional, animated big data visualisations, we are at risk of making the same statistical errors as ever (but more beautifully).



A A Hans Rosling (Sweden)
Professor of International Health

POPULATION GROWTH

Rosling is both medical doctor, academic, statistician and presenter, hailed as one of Time Magazine's 100 most influential people. He's also well known for his 'Trendalyzer' software, which converts statistics into moving interactive graphics. Hans' research explores connections between health, poverty and economic development. In his gripping presentation he shows that we needn't be scared of over-population; the problem is more one of pre-conceived ideas.

TRUTHS, MYTHS & CHALLENGES

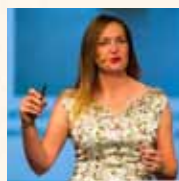
In 1800 there were 1bn human beings on the planet. By 1900, after Industrial Revolution, the number had reached 2bn. It's now 7bn. UN demographers expect it to rise to 11bn by the end of this century – but it will stop there.

The reason is 'peak child'. In 2100 there will be no more children in the world than there are now. This is thanks to an enormous cultural shift in education, health and family planning in developing countries, across all religious groups. Average literacy rates in many nations are already 80%. In India the majority of couples are now having only two children.

The population of Europe and the Americas will not increase. In the next 35 years Asia will grow slightly, but from the middle of this century only Africa will see substantial population growth. Feeding 4bn will present challenges, but there are massive untapped resources that we should encourage and help them to exploit – even as we in the rich West rein in our own use of fossil fuels.

You can see progress. In rural areas of the poorest countries like Mozambique, farmers are beginning to peddle their way out of poverty. You don't need to be an optimist to believe that it can work. You just need to be a *possibilist*.





Kate Ancketill
Retail & Leisure Specialist

WHERE TO ADAPT, INNOVATE AND INVEST

Kate provides trend forecasts for retailers, products and brands. She analyses the key shifts in consumer expectations, retail and technology – tapping into a vast network of designers, architects, technologists, academics and strategists. Her findings show where to adapt, innovate and invest resources. In speeches Kate explores the behaviour of online shoppers, the use of café culture to attract footfall and the latest developments in GPS and wearable tech.

THE NEW RULES FOR RETAIL

The winning retailers will be those that manage to crack transparency. They'll need to show you what they've got, what will especially suit you, where it is and what's the easiest path to have it in your hand from the moment you thought of it.

Luxury retailers are just starting to take themselves a little less seriously online. They've now realised that people want to see little nuggets of entertainment that might only last 30 seconds.

One of the key challenges in connecting the digital and physical world is in recognising who the customer is as she walks in to the store. Seamlessly linking the pre-shopping experience with the actual shop and transporting it with you (maybe by finding out your favourite coffee) is the holy grail for all retail.



Thimon de Jong (Holland)
Trends Expert

FINDING THE RIGHT BALANCE

Thimon looks beyond the gimmickry to assess what the future might hold and how it will actually affect our lives and our customers. 2015 brings a new book on the challenge for business – *The Blurring of Reality*. In presentations Thimon explores hyper-customised tech and augmented reality, and the impact it has in uncertain times: "The more the world digitises, the more we'll manage our addiction and find a balance between the interactive and the unconnected."

BLURRED REALITY

It's becoming hard to differentiate between the true and real and the false and fake. Uncertain times and ever smarter technology are blurring our reality.

With economic, political, security and environmental uncertainty, the democratising force of the internet makes many treat opinions as facts. It's a conspiracy culture, in which unreliable voices get a megaphone and catch the attention of mainstream media.

News consumption is moving from impartial to more subjective sources: here's what's happening and this is what your opinion about it should be! No wonder factchecking is popular, both in news and consumer spheres where trust in corporations is also low.

Meanwhile technology offers an extra layer of visual information projected on top of the real world, and data scientists mine our opinions to predict our next move. But how do we feel sitting opposite someone with smart contact lenses, or when companies know that we're about to break up with a partner?

There are great opportunities for businesses to gain competitive advantage, but keep in mind that when consumers feel they're losing control over their own decisions it might be time to take a step back.





B Paul Papadimitriou
Innovation 'Scout'

NAVIGATING THE NEAR FUTURE

Paul is part Swiss, part Greek and part Finnish – and makes research trips to 15 other countries each year. With mobile the fastest technological platform shift in 50 years, he shows how new products and services must be seamless, social and simple. Focusing on the near future Paul looks at the expectations of young people, how digital is changing business models and how the speed of change overwhelms, distracts and excites us in equal measure.

UNDERSTANDING THE DYNAMICS

The future cannot be told, because we don't know all the dots to link together. Instead we have to ask ourselves what we know and in which direction we should look. What are the dynamics at play?

The 'rest of the world' is becoming more important. 1bn people's first interaction with the internet is by mobile phone. 80% of Hollywood movie revenue is now from outside the US.

New technology either fades into the background (like microwaves) or it gets disrupted and falls victim to deflation. There's also the threat, or opportunity, of layered innovation – like apps on top of mobiles; 50 people at whatsapp disrupted an entire industry.

On the downside all this tech is putting pressure on old industries, displacing middle men and squeezing wage growth. Studies show that 47% of jobs could be automated within 20 years.

On the upside digital networks are creating an open and sharing society. There's a big rise in on-demand jobs. Information is now a substitute for capital with peer-to-peer offering anything from research to pre-payment. Even luxury becomes affordable when we see it in terms of access rather than ownership.



B David Rowan
Editor, WIRED UK

ADAPTING TO THE NEW REALITY

David edits the technology and trends magazine for online brands, gadgets and the culture taking shape around them. He's also chaired the Prime Minister's G8 Innovation Summit. David explores new ways to interact, upsell and manage customer relationships. In 2015/16 he explains what the Internet of Things, gamification and 3D production means for business. With consumers never offline, how should individual companies adapt to the new reality?

WINNERS & LOSERS

You can now send a DNA sample to a company, and they will send back details about which medications you can and cannot take. They'll also show you how likely you are to respond to particular treatments or drugs, which illnesses you're most susceptible to and what risks you should seek to prevent.

In a similar vein there's a beauty shop that analyses your skin to work out which moisturiser will be most appropriate. Customers are happy to pay a premium for a luxury product that they know will work - and they're happy to be loyal to a company they trust to hold their personal information.

But within 10 years self-driving cars will put a lot of drivers out of business – and it won't stop there. All sorts of traditional occupations will be 'outsourced' to Artificial Intelligence. Lawyers, accountants and even consultants will not be excluded!

Because a business model works today doesn't mean it will work when behaviour or technology changes. Why shouldn't you be disrupted by a kid in Bangkok who sells his software for a fraction of the price?



B Anders Sorman-Nilsson
(Sweden) Author, Digilogue

SCANNING THE NEAR HORIZON

In his book *Digilogue: How to win the digital minds & analogue hearts of tomorrow's customer*, Anders examines how consumers behave in the intersection of the digital and real world – and where businesses can add value. He underlines how every organisation must prepare for further technological change, and reposition itself without losing brand equity. Seeing himself as a 'near horizon futurist,' Anders sets out the challenges over the next 3, 5 and 10 years.

ANDERS ON...

Lateral Thinking

When Apple's leadership team devised a bricks and mortar strategy, they mirrored the customer journey at the Ritz-Carlton Hotel. This made them ask 'what would we have to believe' to create a better future for the brand? Lateral thinking begins when you see patterns and metaphors in related or even unrelated industries. If you confine yourself to following best practice in your own sector, you can never expect to be market leading.

Gamification

This means applying game dynamics to business, like earning badges or recognition from peers, or having a progression of skill levels. You can already see it in frequent flyer programmes and on Instagram, but it also benefits internal areas like talent development. You can use gamification to generate ideas from the front line, shining a light on collaborative types with the potential to progress through the organisation.

Frugal Innovation

Many firms are harnessing the Indian principle of 'jugaad' (frugal innovation) to design products and services in a way that retains profitability in markets where the customer can't afford the Western price. The same reasoning should now be applied in home markets, where we're expected to do more with less in everything from automotive to pharmaceuticals. It's what I call innovating 'in the cracks.'



DISRUPTION FUTURE PRESENT: THE WORLD IN 2016, 2020, 2030...

"None of us has experienced the existential threat our grandfathers survived 70 years ago, but there are now real dangers.

Putin believes the greatest disaster of the 20th century was the collapse of the Soviet Union. I don't see us heading towards another Cold War, but it could resemble the 1930s if weak Western democracies are not prepared to do what's necessary to deter potential aggression.

The great danger is that weakness acts as provocation."

GENERAL SIR RICHARD SHIRREFF, PAGE 12



C Colleen Graffy
Chair, SEAL

THE ROLE OF PUBLIC DIPLOMACY

As George Bush's Deputy Assistant Secretary of State for Public Diplomacy, Colleen visited 40 countries to publicise US policy, values and culture. She created a media hub in Brussels and became their first official to use Twitter. She now chairs the Society of English and American Lawyers. In speeches Colleen explores US foreign policy, what the business world can learn from government – and how each uses social media and manages crises.

Q&A: AMERICA & THE WORLD

What is public diplomacy?

The art of communicating your values, culture and policies to the people of another country. You hope to be received with open (if not welcoming) minds.

How does it differ from propaganda?

Propaganda is the antithesis. That is disinformation. Public diplomacy must always be credible to build a trustworthy relationship for long term gains.

Who are the front runners for the White House?
Hillary Clinton and Jeb Bush, for obvious reasons.

What would we see from a Republican President?
For one, there would be less isolationism.

What will the new President want from No.10?
They'll want to persuade the PM about the need for appropriate defence funding, energy diversification and signing a Trans-Atlantic trade deal.

And what about our membership of the EU?
After World Wars, it's in America's national interest to have a Europe that is "whole, free and at peace." The US believes UK leadership is important to ensure they work closely as allies with shared values.



B Robert Guest
US Editor, The Economist

THE WORLD ECONOMY

Robert's reported from 70 countries and lived in six. He has also served as Business Editor and published *The Shackled Continent* and *Borderless Economics* – exploring how Africa could grow rich and what the world gains from migration. With a ringside seat on the global economy in 2015, Robert sees America as the primary driving force. In speeches he surveys the scene from numerous touchpoints, and tells tales of hitching on a West African beer truck.

GUEST ON...

Oil pressure

The oil price drop gives a huge boost to consumers, but it's a big problem for the 'Axis of Diesel': Russia, Iran and Venezuela. After taking all the credit when the price was high, Putin is now in trouble; he can't balance his budget at less than \$100 a barrel.

Africa

Thanks to globalisation and easily available tech, the number of people suffering from extreme poverty is steadily going down. A billion Africans are enjoying sustained growth, without hyper inflation and with slightly better governance. For investors the returns are higher than anywhere else in the world.

The Middle East

I sat in a Gaza refugee camp and asked "How's the Intifada for you?" "Terrible, our lives are miserable." "Perhaps it's time to stop?" I wondered. "No," they replied, "we must carry on." You get the sense they think they'll win in 100 years time.

The US

America's political dysfunction is there for all to see. Its virtues, and not least the incredible resilience and dynamism of its economy, are often overlooked. The US will continue to bring life-changing innovations: Google's self-driving car will be just as revolutionary as Ford's Model T.

GEOPOLITICS & INTERNATIONAL BUSINESS





A Jack Perkowski (China)
Managing Director, JFP

CHINA INVESTS WEST

After 20 years on Wall Street, Jack was one of the first to recognise the role that China would play in the global economy. He moved to Beijing and built up a huge automotive parts manufacturing business, with 17 factories. He has since established a Chinese investment bank. Having described the challenges of entering the home market in *Managing the Dragon*, Jack now looks at outbound activity as Chinese firms increase their appetite for overseas acquisitions.

Q&A: THE SHORT TERM PREDICTIONS

Is China taking over the world?

China is the new force in global M&A. The value of foreign takeovers is now \$80bn a year, with average deals of \$300m. The reason? Increased competition, a desire for high technology and a very robust stock market. The Shanghai Index soared 59% last year.

Will the rise continue?

Two fundamental reforms have bolstered markets: Shanghai-Hong Kong Stock Connect will bring more international capital by allowing HK investors to buy Shanghai-listed securities. And a new bank deposit insurance programme will cause a shift to stocks in household assets. The government insures accounts up to \$80k, but uninsured deposits and higher yield investments offered by shadow banks can no longer assume government backing. Alongside low interest rates, this should drive the stock market in 2015/16.

What about GDP?

Government has set a 7% growth objective. Some are bearish (quoting excess debt, inefficient lending and weak export markets), but if it does trend lower there's room for stimulus.



A Guy Verhofstadt (Belg.)
47th Belgian Prime Minister

THE NEED FOR EUROPEAN INSTITUTIONS

Guy led three separate administrations as Belgian Prime Minister. He now heads one of the principal groupings in the European Parliament, the Alliance of Liberals and Democrats. Guy argues for a federal solution, united in managing total public debt and pumping money into the economy. To compete with growth in the US and Asia, he believes there has to be a unified political strategy, a common treasury, a real government and a parliament with full powers.

Q&A: A VISION FOR EUROPE

Can the EU continue without integration?

Imagine the United States having to make decisions on cleaning up the banking sector, or action against Chinese dumping, by assembling 50 Governors every time. Imagine the dollar being endangered, without a President or Congress to support it. People would see it as very inefficient and downright dangerous. Yet this is the reality in Europe today.

What of the various elections in 2015/16?

Everybody agrees the EU is not functioning properly. If something is broken, you should fix it... but how? This is what's at stake in national elections all across Europe. The sceptics argue for break-up, retreating behind state borders leaving only a free trade area. My pro-European answer is to see members further integrating – allowing the EU to play a full political and economic role on the world stage.

How do you see Angela Merkel's third term?

I hope we see a more relaxed Germany. I hope it will be less afraid of playing the European card, and that it chooses supranational solutions instead of endless consultations between member states.



A Prof. Marvin Zonis (US)
University of Chicago

LEADING THROUGH GLOBAL UPHEAVAL

As well as board roles in London and Paris, chairing a Moscow company and writing on the Middle East, Marvin teaches international political economy. At a time of growing instability, he helps businesses read the signals and chart a course. In 2015 he examines everything from IS strategy to Putin's expansionism, China's nationalism, US competitiveness and stagnant wages in the developed world. Marvin identifies the risks for business leaders.

A GEOPOLITICAL SNAPSHOT

The Russian front

Despite the sanctions and growing economic woes, Putin's unlikely to abandon his revisionist plans. His thuggish behaviour will continue in Ukraine, and in resurrecting Cold War practices like flying bombers over the Gulf of Mexico.

The competitive landscape

The efforts of China, and to a lesser extent Russia, to revise the international order suggests a weakening of global institutions, more bilateral trade deals and more competition as Chinese firms take on Western companies everywhere – including Africa.

Radicalisation

We will see the implications of the radicalisation of Sunni Muslims, and the threat to Gulf Arabs. At the same time an Iran nuclear deal will radicalise Shiite behaviour across the Arab world.

Causes for optimism

More technological innovations, renewable energy, auto engine efficiency, affordable desalination and heightened agricultural yields.



RESPONDING TO RISK

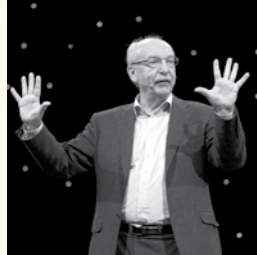
G Gerald Ashley
 Strategy & Risk Consultant



NAVIGATING THROUGH RISK

Gerald worked in international finance in London, Hong Kong and Switzerland. He has since published *The Tangled World* and *Two Speed World*, exploring the impact of both explosive and gradual change. In presentations he shows how we misunderstand risks and have too narrow a view of models and decision making. With no perfect solutions and many 'known unknowns', we are often influenced by context and instinctive biases rather than rational analysis.

A Gerd Gigerenzer (Germany)
 Director, Max Planck Institute



DECISION MAKING AMID UNCERTAINTY

In his book *Risk Savvy: How to make good decisions*, Gerd argues that the best choices are made through experience and instinct, not a rational analysis of all probable factors. As a world-renowned authority on our understanding of judgement, he shows how we tend to fear the wrong things; after 9/11 Americans opted to drive 5% more, rather than fly. The result was 1,600 more fatalities than usual. Gerd proposes simple rules for taking decisions amid uncertainty.

C Charlie McMurdie
 Cyber Crime Expert



MINIMISING ONLINE VULNERABILITY

Charlie headed Scotland Yard's Economic & Cyber Crime Unit and led the national Ecrime programme. She was the UK's senior law enforcement officer in the cross-border world of hacking and online fraud, before moving to a corporate role. In presentations Charlie explores everything from the vulnerabilities of mobile tech to the impact of fraud on brands and legislation on data breaches and liability. She also sets out the measures to drive best practice.

C Caspar Berry
 Former Poker Pro



THE NEED FOR CALCULATED RISK-TAKING

Whether leading a team or in negotiating, risk plays a role in all our lives. The former professional poker player (and advisor on *Casino Royale*) shows how to distinguish between a calculated risk and a reckless gamble. He believes there's a long way between the edge of our comfort zone and the acceptable limits of risk in almost any organisation. Offering practical insights into the science of decision-making, Caspar helps combat the fear of short term failure.

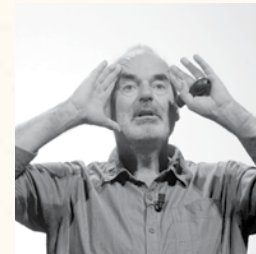
C Major Chris Hunter QGM
 Counter-Terrorism Expert



DEALING WITH THE THREAT

As the Army's senior counter-terrorist bomb disposal specialist, Chris took his life in his hands on a regular basis. He rounded off a distinguished military career in intelligence, seconded to COBRA. In speeches the author of *Eight Lives Down* shows how to weigh up the threats, control anxiety and rapidly identify and prioritise tasks. Chris believes that fear can give you a competitive edge, and that any team can achieve more when it doesn't matter who gets the credit.

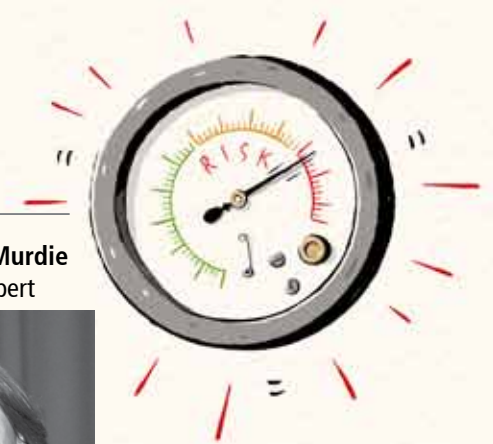
C Prof. Sir David Spiegelhalter OBE
 Professor, Public Understanding of Risk, Cambridge



THINKING OR FEELING ABOUT RISK

'Professor Risk' is a distinguished statistician and a born communicator, as seen in BBC's *Tails You Win*. Just as Kahneman distinguishes between emotional and analytic decision-making, David focuses on the difference between how we think and how we feel about risk. Numbers don't speak for themselves; we are influenced by *how they're expressed* in relation to anything from healthy eating to climate change. David explains how to weigh up the real risk.

See also *David McCandless*, p55



CONFERENCE SPEAKERS STRATEGY, HR & CHANGE MANAGEMENT

JLA AUDIENCE
Simon Calver confirming need for
technology to drive customer insight
@UP_Cornwall

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CONFERENCE
SPEAKERS

STRATEGY, HR &
CHANGE MANAGEMENT

C Lucy Adams
Former HR Director, BBC



LEADING IN A DISRUPTED WORLD

Lucy led BBC HR during a turbulent period. She was responsible for employee relations, reward, training, development and redundancies. Over this time the corporation adjusted to four new Directors General, the move to Salford, 30% reduction in management and the Savile scandal. Lucy's decisions were exposed to frequent media and political scrutiny. In speeches she considers how to instil resilient leadership, break down 'silos' and manage resistance to change.

C Geoff Burch
Business Author & Presenter



CHANGING BECAUSE YOU CAN

Geoff used to be described as a disruptive influence; now he's a change agent. Slaying many a sacred cow he argues for companies to change *because they can* – not just because it's less painful than standing still. In 2015/16 Geoff turns his attention to the need for everyone within the organisation to move customer opinions. Segregated departments don't work when customers are using social media to police sales, and think they know the problem and the solution.

See also Alex Hunter, p18

B Alastair Campbell
New Labour's Communications Director



REPUTATION & CRISIS MANAGEMENT

Alastair ran Labour's communications for ten years. He now writes books and advises others on political and commercial strategy. 2015 brings publication of *Winners*, drawing inspiration from high achievers in sport, business and politics. In presentations Alastair also sets out what to do if you come under pressure: "Challenge your basic assumptions, put yourselves in your opponent's shoes, devise a tight plan from the centre... and then pursue it with aggression."

See also Steve Bull, p24

B Rasmus Ankersen
Author & Strategist



CREATING DISRUPTION & SUSTAINING SUCCESS

Ankersen describes himself as a 'high performance anthropologist.' For his book *The Gold Mine Effect*, he explored Brazil's ability to mass produce football superstars, and why so many champion runners hail from one Ethiopian village. 2015 brings a new book, *Hunger In Paradise*, on how to sustain success, ward off complacency and develop new ideas before they become necessary. In speeches Rasmus looks at how to grow talent and create your own disruption.

B Simon Calver
Start-up & Turnaround CEO



CUSTOMER-FOCUSED CHANGE

After huge success with Lovefilm, Simon served as CEO at Mothercare – cutting UK outlets, expanding abroad and refreshing customer service. In speeches he considers how to manage the different platforms and deliver change focused on customer experience. Acknowledging that every organisation has its own rhythm, Simon shows how to communicate changes, revolutionise culture and track performance during what for many is an emotional journey.

C Charles Clarke
Former Home Secretary



RESOLVING 'DIFFICULT' PROBLEMS

As a Cabinet Minister Charles dealt with numerous contentious issues from counter-terrorism measures to student tuition fees. He now lectures on politics. In speeches Charles shows how some problems seem insoluble unless you collaborate (or gain cross-party support). As he argues in *The Too Difficult Box*, the only way to make effective long term decisions is to remove them from short term political necessities – and agree not to attack one another.

Afterwards everyone was buzzing with excitement and enthusiasm"

ASTRAZENECA UK ON RASMUS ANKERSEN



JLA SPEAKERS BREAKFAST

"Neuroscientists discovered that the words "I'd like to give you some feedback" have a similar effect to someone running up to you in a dark alley. No wonder appraisals don't work! If our sense of certainty, status, fairness or autonomy is threatened, the brain reacts with fight, flight or shutdown. I've not known one manager who enjoys appraisals, especially when they can only remember what that person's done in the last fortnight. So why do them annually? When your child misbehaves, do you wait a few months to pull them up?"

LUCY ADAMS

WITH GEORGE MAGNUS & JAMES WOULDHUYSEN

"Very interesting ideas"

CAPITAL MSL

LIVE

ALL JLA SPEAKERS BREAKFASTS ARE STREAMED **LIVE**. CHECK WEBSITE FOR DETAILS.



B Adrian Gilpin
Chair, Institute of Human Development



FEARLESS LEADERSHIP

Adrian's expertise is in peak performance coaching - equipping front line, middle and senior managers to steer their people through changes and uncertainty. He mixes a clear analysis with film clips and common sense to demonstrate what makes us perform at our best. Adrian argues that change need not take time. It can be implemented instantly when you realise it's not change that we hate, but fear. He shows how to break through barriers, both real and self-made.

See also Steve Peters, p24

C Lorraine Heggessey
TV Executive



MANAGING TALENT & DELIVERING CHANGE

Lorraine was the first female Controller of BBC One. Armed with the £300m budget she launched Spooks and Strictly, reinvented Dr Who and introduced new idents - changing the feel of the network. She then achieved hits at Talkback Thames with X-Factor, BGT and The Apprentice. Lorraine talks about managing talent, avoiding 'taxi rank' promotion and delivering change: "It's not just about taking risks, it's about the risk of not taking decisions."

B Prof. Gareth Jones
Fellow, London Business School



THE LEADERSHIP CHALLENGE

Gareth's specialism lies in the culture, structure and leadership of organisations - especially those where creativity is critical to success. In the current climate, he sees the leader's priority as engaging followers in new ways of creating value. The fundamental things people want from their leaders, at every level of any company, and the difficulties of exciting individuals to deliver exceptional performance, are the same wherever you go in the world.

A Margaret Heffernan
Entrepreneur & Author

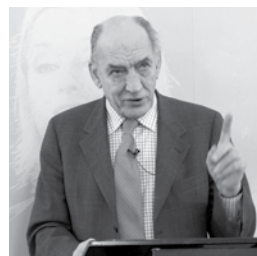


BALANCING RISK AND VIGILANCE

Margaret has run, bought and sold several software and internet businesses. 2015 brings her latest book, *Beyond Measure: The big impact of small change*. In speeches she shows how to stimulate innovation by fostering cooperation between separate disciplines. At the same time, Margaret emphasises the need to create an environment where you will spot the signs when a project isn't going to plan. All risk should be balanced by vigilance.

See also Dale Murray, p16

C General Sir Mike Jackson GCB
Chief of the General Staff 2003-2006



DISCIPLINE, FLEXIBILITY & CLEAR OBJECTIVES

Mike Jackson served as Head of the British Army as campaigns were raging across Iraq and Afghanistan. He now applies his first hand strategic experience to the challenge facing any big organisation. Mike sets out how every leader needs to instil discipline, to be ruthless about non-essential overheads and learn to be structurally flexible: "You've got to mark out the objective, work out the minimum resources required to get there, and get on with it."

C Prof. Binna Kandola OBE
Business Psychologist



BIAS, FAIRNESS & DIVERSITY

Alongside his commercial practice Binna has served on an inquiry into equal opportunities in the senior civil service, and published *The Value of Difference*. Drawing on a plethora of data he shows that we're all biased. When we come under pressure, prejudice rises to the surface; but believing we're acting fairly, we tend to blame others' bias rather than our own. Binna explains how to minimise the impact, instruct ourselves to be fair and look at all perspectives.

"Invaluable in achieving our ambitions for the conference"

NHS EAST MIDLANDS ON BINNA KANDOLA



JLA AUDIENCE
 Andrew McMillan shares John Lewis
 philosophy #cihseconf - "a great place
 to work and so a great place to shop"

B Charles Leadbeater
 Strategist & Author



ENTREPRENEURSHIP IN BIG ORGANISATIONS

Leadbeater advises companies and governments on innovation strategy. In his book *We-Think* he argues that mass creativity on sites like YouTube shows that participation is becoming the key organising idea. In presentations Charles argues that, rather than being innately selfish, most of us prefer to be cooperative. He explores what drives entrepreneurship, how big organisations can be as agile as smaller competitors, and why some bosses secretly hate innovation.

See also Christian Howees, p17

C Nicky Moffat CBE
 Former Brigadier & Head of HR



DRIVING COMPLEX AND INCLUSIVE CHANGE

Nicky was the British Army's highest ranking female officer, stepping down as Brigadier after 30 years in leadership roles. As HR Director she was in charge of promotions, appointments and development. Having led diverse groups within a traditional organisation, Nicky explores how to attract and retain a wealth of talent amid rapid and significant changes of threat, policy, technology and resources. She also sets out the role of leaders in driving *inclusive* change.

See also Digby Jones, p9

A Dr Fons Trompenaars (Holland)
 Expert in Cross-Cultural Leadership



THE VALUE OF CULTURAL DIFFERENCES

Fons helps multinationals understand the potential of cultural diversity. Facing culture clashes between nationalities, genders, classes and functions, leaders are often caught between conflicting demands. Fons explores the three layers within any culture, offering practical solutions to challenges like how to develop effective inter-cultural reward systems. With a good deal of humour, he addresses many of the problems that stand in the way of innovation and integration.

C Andrew McMillan
 Former Head of Customer Service, John Lewis



DELIVERING THE CUSTOMER EXPERIENCE

Andrew headed the John Lewis Intelligence Team, with responsibility for customer service and analysis of demographic trends. He believes service tends to reflect internal culture; you can't teach it and stick it onto an unhappy organisation. Even when cuts need to be made, Andrew argues that changes to process can often reduce costs whilst enabling service levels to be maintained, or even improved. The priority is to keep in touch with customers' expectations.

B Jean Tomlin OBE
 HR Director, London 2012



ALLOWING PEOPLE TO BE THEMSELVES

Jean moved from Prudential, where she restructured the workforce and co-founded Egg, to retail at M&S and then to London 2012. As HR Director she had to mobilise 200,000 Gamesmakers and build a team to pull off a hugely complex task under intense media scrutiny. In speeches Jean underlines the need for a detailed engagement plan and for directors "to get stuck in." Ensure everybody buys into the mission but allow them to be themselves.

C David Wild
 CEO, Domino's Pizza Group



LESSONS FROM RETAILING AROUND THE WORLD

David learned about retail as a Tesco buyer, before leading their expansion in underdeveloped markets in Eastern Europe and moving to Walmart in the US. Lured back to England, he took over at Halford's as recession took hold – growing it against the trend. He quadrupled online sales. In presentations David examines the lessons for supply chain collaboration, productivity across different regions, trying out new concepts and *customercentricity* in all channels.

See also Susannah Schofield, p16

"A great hit - the military comparisons were very useful"

02 ON NICKY MOFFAT

MAKING INNOVATION HAPPEN

C Mark Gallagher
Chair, F1 Safety Working Group



FROM RACE TRACK TO BUS LANE

Mark held senior positions at Jordan, Red Bull and Cosworth before setting up his own team, which is now racing in GP2 (the F1 feeder series). In speeches he explains how motorsport develops tech for other industries, like cutting Tfl fuel consumption by 18%. He considers what pitstops tell us about productivity, when the entire team shares one ambition, and how Lewis Hamilton was spotted at the age of 9. Mark is also available in conversation with F1 drivers.

B Hamish Taylor
Former Travel & Banking CEO



LOOKING ELSEWHERE FOR SOLUTIONS

Hamish led brand management at BA before taking over as CEO at Eurostar and Sainsbury's Bank. In his presentation he shows how the balance has shifted from needing information about customers to fully engaging with them – building your entire offering around what you can do for them. He believes that the most powerful innovations emerge from looking outside your own sector to see how others deal with your problem areas.

See also Tim Smit, p12

B Mariana Mazzucato
Professor of The Economics of Innovation



THE ECONOMICS OF INNOVATION

Mariana focuses on connections between growth, industrial economics, finance and innovation. In her book *The Entrepreneurial State*, she argues that it's often public sector funding that enables new sectors to emerge - from the internet to clean technologies. Mariana also explains three attributes of innovation: it's collective (involving several agents), uncertain in outcome (there's no probability distribution to help) and cumulative – building tomorrow's innovation.

See also Anne Lauvergeon, p9

C Jane Young
Strategist



TOOLS, PROCESS & THE POWER OF NETWORKS

Jane is an expert on the infrastructure, cultural and process changes enabled by, and made necessary by, technology. She sees it as a psychological challenge. 2015 sees her judge the lottery-funded Big Venture. Jane explores the power of networks to increase the pace of innovation, both 50,000 years ago and today: "It goes beyond tools. It's about applying knowledge across technology, process and workplace culture to become more adaptable and more resilient."

"There's good reason to be optimistic. With the convergence of technology, health and science, people are creating robot nurses, viruses that fight cancer cells and paint that mimics shark skin to reduce aerodynamic drag.

Start-ups are leading the way in sci-fi style innovation. Crowdfunding sites are full of wearable tech. It feels like a return to the old 'Einstein' days when inventors made breakthroughs in their sheds and then shared their knowledge to advance the cause of science.

Leadership style is changing, becoming more human and inspiring. Meanwhile management is focusing much more on behaviour, self-awareness and EQ.

And content-marketing is on the rise as more companies accept that traditional sales methods are no longer as effective. Instead they'll share useful, interesting knowledge to draw people towards them and build relationships. It's about pulling rather than pushing."

"Inspiring, visionary and practical all in the same breath"
CISCO ON JANE YOUNG

CONFERENCE SPEAKERS

MARKETING, CREATIVITY & BRAND POWER



JLA AUDIENCE
Really fun presentation from Guy Browning - thoroughly recommend this man for #eventprofs #ARLAConf2015

B Kevin Allen
Former Ad Man



GETTING INTO DECISION MAKERS' MINDS

Kevin has served as Director of Global Accounts and Chief Growth Officer in some of the world's biggest advertising groups. He also led the worldwide pitch for MasterCard's long-running 'Priceless' campaign. Kevin shows how to craft a story around the needs, motivation and (often hidden) agendas of decision makers, creating predictable and repeatable results. He also considers how brands can grow and where the best opportunities lie.

B Rita Clifton CBE
Business Leader



TRUST, REPUTATION & BRAND MANAGEMENT

After heading Interbrand and overseeing the annual Best Global Brands list, Rita now chairs a consultancy focused on the boardroom. She defines brand as 'an organising idea setting you apart from competition.' It's about building values and ethics, communicating and living up to them - especially in the digital space where mistakes are never laid to rest. Without trust, you can't have a brand. Rita talks about reputation, internal brand management and digital branding.

See also Nick Wheeler, p16

C Vincent Franklin
Actor Manager



FINDING THE RIGHT WORDS

Vince enjoys two diverse yet well-matched careers. As an actor he's played managers, spin doctors and sales speakers in *Twenty Twelve*, *The Thick Of It* and *The Office*. As a communications expert he helps big business talk clearly and see the difference between right and wrong words. (For instance we *prepare* for something unwelcome, but *get ready* when it's nice.) Vince shows how to tell stories, inspire trust, explain details and make your message engaging.

C Guy Browning
Director, Smokehouse



MAKING NEW CONNECTIONS

The business author, Sunday Times cartoonist and brand consultant believes fresh thinking is the only way to sustain competitive advantage. He is also a champion of simplicity as the perfect antidote to an increasingly complex world. With a wonderfully dry wit Guy shows how to find solutions to virtually any problem, throw off conventional thinking and avoid meaningless clichés by breaking every challenge into small parts and seeing through others' eyes.

C Daryl Fielding
Brand Strategist



TRANSFORMATIONAL MARKETING

Daryl led New Labour's advertising communications in the '97 election and went on to devise the ground breaking Dove 'Campaign for Real Beauty' - secretly enlisting the daughters of an all-male board; it's now a case study of *purpose branding*. Daryl has since led strategy for a \$9bn food giant and brought a more sympathetic face to telecoms. In speeches she covers brand strategy, the challenge of and for new media, and diversity (*aka The Corporate Geisha*).

C Will Gompertz
BBC Arts Editor



THINKING LIKE AN ARTIST

Will ran the Tate's digital activity before becoming the BBC's first ever Arts Editor. He's since published *What Are You Looking At?* Will argues that business can learn from the way artists often break rules, play with preconceptions and change our attitude. What may be more surprising is to view many of the great artists as entrepreneurs. In speeches Will dispels the romantic idea of social outcasts; instead they cannily applied their knowledge to the market.

"A perfect jewel-like interlude in our business conference"

WAITROSE ON KEVIN ALLEN



JLA AUDIENCE
Data is the new oil? No. It's the new
SOIL – David McCandless #quote

B David McCandless
Information Designer



DATA VISUALISATION

The man who created *Information Is Beautiful* and *Knowledge Is Beautiful* sees his role as 'information design' and data-journalism. He uses design to raise impact while meticulously retaining statistical rigour. To David "data is not the new oil, but the new soil." In presentations he shows how he tells stories which make sense of big data sets, by turning it into simple diagrams that tease out previously unseen patterns and make powerful connections.

B Greg Nugent
Olympic Marketing Director

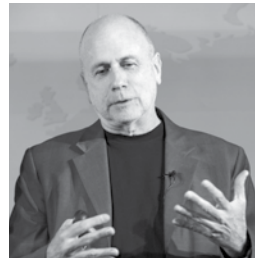


SELLING AN AMBITION

Greg took on the enormous challenge of marketing London 2012, complete with 60 million stakeholders and media ready to pounce on every slip. He created a constant dialogue with the public and community leaders, oversaw all the merchandising and renamed volunteers Gamesmakers. 89% of people polled saw it as 'the best thing that's ever happened in the UK.' Greg shares the lessons for every organisation about ambition and positive engagement.

See also Clive Humby, p18

A Ken Segall (US)
Steve Jobs' Creative Director at Apple



THE POWER OF SIMPLICITY

Ken worked closely with Steve Jobs for 12 years as Apple's Creative Director, sharing his obsession for simplifying products, interfaces and branding – as he demonstrates in *Insanely Simple*. The man who gave us the 'i' in iPad, iPod, iPhone and iMac contrasts his approach with the complex product lines offered by many large companies. He also argues for simplicity in guiding principles, strategy, services and problem solving – but underlines that it takes a big effort.

See also Richard Reed, p10

C Daniel Tammet
Real-life Rainman



SEEING FROM A NEW PERSPECTIVE

Daniel is one of the best known 'autistic savants' – the condition portrayed in Rainman. He battled to learn the skills that others take for granted (like the ability to look someone in the eye), but he speaks a dozen languages and calculates extraordinary sums. He has also recited Pi to 22,514 decimal places. In his speech Daniel explains: "If you're able to look at the world in a different way, you will find solutions and opportunities you would otherwise miss."

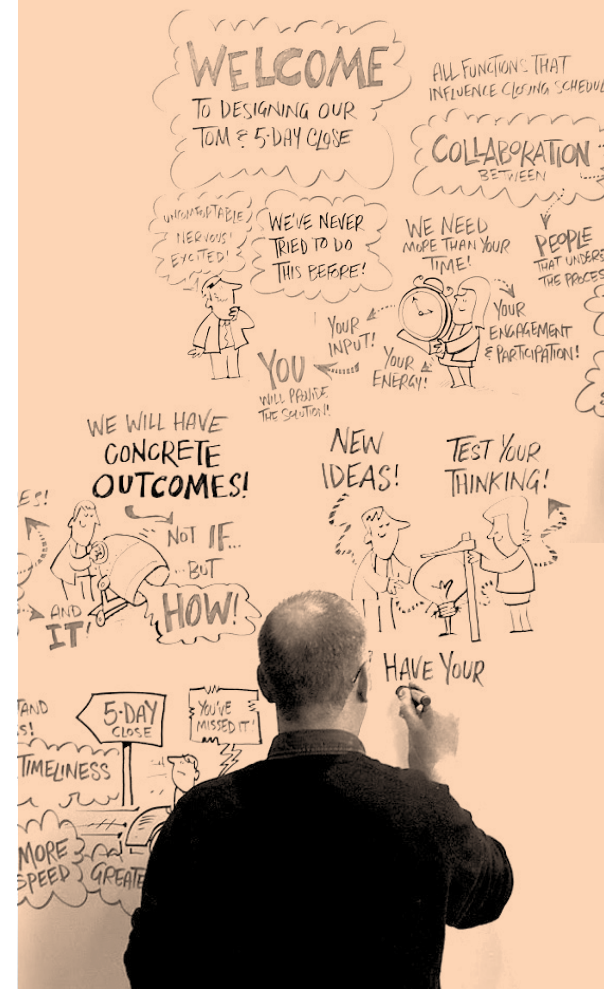
CONFERRING IN PICTURES

D Lance Bell
Live Illustrator



CAPTURING THE MESSAGE

Lance visualises ideas and narratives as they emerge during conference presentations. While speakers are developing their theme he captures the key message and makes it memorable – like a scribe. Lance's style is quick and effective, appropriate for commentary as well as quirky illustrations of anything from sales targets and growth projection to strategic direction. The drawings can either unfold onscreen as they're created, or at the end of the session.



"The audience was gasping at some of his data revelations"
IQPC ON DAVID MCCANDLESS

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JLA SPEAKERS BREAKFAST

"You might think prime numbers are only interesting to mathematicians. In fact they're the building blocks of all numbers – and they're key to the codes used on the net. Every time you send your credit card details, you're using properties of prime numbers to make the transaction secure. The fact that we don't really understand primes is the reason these codes work."

MARCUS DU SAUTOY

WITH CARLOS ACOSTA

"The passion shines through"

GEORGE P JOHNSON

LIVE

ALL JLA SPEAKERS BREAKFASTS ARE STREAMED **LIVE**. CHECK WEBSITE FOR DETAILS.

C Dr Maggie Aderin-Pocock MBE
Space Scientist



THE POWER OF DREAMS

Maggie has led projects making anything from land mine detectors to satellite sub-systems that measure variables like wind speed to improve our knowledge of climate change. In presentations the Sky At Night expert talks about exploring space with missions like Rosetta, and how we live in a galaxy with 200 billion stars. Maggie believes that with 100 billion galaxies in the universe, there must be life out there – simply as a matter of probability.

C Prof. Jim Al-Khalili OBE
Research Scientist & Presenter



FROM MEDIEVAL TO ROCKET SCIENCE

As well as being a respected science communicator Jim is an active researcher specialising in theoretical nuclear physics and quantum biology. 2015 brings a new book, *Putting Science To Work*, more interviews for R4's The Life Scientific, and a series following the 1,000 mph land speed record attempt. Presentations explore anything from the case for nuclear power to the weirdness of the quantum world, prospects for time travel and Medieval Arabic science.

B Michael Mosley
Producer & Presenter



HEALTH, WEALTH & INNOVATION

After training in medicine Michael moved into TV to work on Troubleshooter and produce science series with John Cleese and Robert Winston. Since then he has become best known as a presenter – and author of the million-selling *5:2 Fast Diet* and *Fast Exercise*. 2015 brings more Trust Me I'm A Doctor, One Show and Horizon films. In presentations he ranges from infectious diseases to optimism, via a potted history of pharmaceuticals and the power of inventions.

B Prof. Marcus du Sautoy OBE
Professor for Public Understanding of Science



BIG DATA, SECURITY & EVERYDAY MATHS

Marcus is the author of *The Music Of The Primes*, the first maths bestseller. In presentations he examines why we are driven to quantify the world around us, how to interpret and navigate big data, and where maths meets creative thinking. Marcus also explains how mathematicians conjure up the codes on which we rely to send confidential emails and make secure online transactions. But how can we be sure these codes are uncrackable?

See also Simon Moores, p18

C Dr Kevin Fong
Presenter & Specialist Registrar, UCH



AN INDUSTRY IN CHANGE

Kevin is both astrophysicist, medical specialist and a natural storyteller. After training with NASA he now runs an intensive care unit, copresents Health Check, teaches extreme environment physiology and works with the UK Science, Technology & Facilities Council. He's also published *Extremes* – probing the limits of the human body. Kevin talks about the second space age (Mars in a month), risk management, and how exploration not only solves but creates problems.

NASA AND THE NHS: A COMMON CHALLENGE

"The NHS, like NASA, is a beautiful machine with an incredible capability. But being monolithic makes it slow to change – which can be a hindrance both in operational terms and in its ability to innovate. You can't replace it with disparate organisations because we need that capacity to deliver our comprehensive programme of national health. The scale of the NHS is therefore a double edged sword.

Both the NHS and NASA manage and mitigate risk. They have checks and balances in numerous tiers of administration; risk aversion necessarily penetrates every part of their culture. As a result when it comes to innovation, they find it hard to put themselves in the mindset of smaller, more agile organisations.

To be able to move quickly and creatively, and take risks, they need to cultivate smaller teams that are culturally walled off from the organisation.

When accidents occur NASA has the advantage of being able to take their entire operation offline for months, or even years. This allows them to examine the root causes in forensic detail – and build lessons learned into future programmes. That option is not available to the NHS. They need to find another way of preserving organisational memory."

See also Jane Young, p53

"Without a doubt she was the star - so inspiring"
FLUOR ON MAGGIE ADERIN-POCOCK

CONFERENCE SPEAKERS

THE BIG DEBATE:

WHAT KIND OF SOCIETY DO WE WANT?

C Camila Batmanghelidjh
Founder, Kids Company



RE-PARENTING

At Kids Company Camila's team provide emotional and practical support to thousands of children. After initial setbacks she gained the trust of those she was determined to help, and she has since raised millions to keep the service running. Camila believes that we must re-parent neglected and traumatised children, not demonise them. Physiological development will dictate their behaviour in later life, so it's in all our interests to take responsibility for the vulnerable.

A Rachel Botsman
Author, *What's Mine is Yours*



POWER SHIFT

Rachel Botsman writes and lectures on the power of collaboration and network technologies. She argues that it could have a bigger impact on our lives than the Industrial Revolution. New markets have opened up with *mass democratisation* (though with data at the centre it carries the risk of power merely moving from banks to web giants). Rachel shows why even traditional industries need to adapt to networking and tap into the *opportunity framework*.

See also Paul Papadimitriou, p45

B Gavin Esler
Broadcaster & Writer



RESTORING TRUST

After writing on leadership in *Lessons From The Top*, 2015 sees the ex-Newsnight anchor and Washington correspondent publish *The Decline Of Trust*. He asks why one of our most indispensable virtues is so much at risk in the 'suspicious century.' In his speech Gavin considers how institutions that define our lives from the BBC to the NHS, once virtually beyond reproach, are now routinely distrusted. He offers a strategy to rebuild reputations and regain trust.

See also Danny Finkelstein, p43

C Lord (Ian) Blair QPM
Metropolitan Police Commissioner 2005-2008



THREATS FROM HOME AND ABROAD

Ian Blair introduced structural reforms in the Met's 53,000-strong workforce, and led the police service in the wake of the London bombings. He considers a range of threats (from internet crime to foreign and home-grown terrorism, corruption and drug abuse), and examines the corresponding risk registers. On a different note Ian also analyses crisis management, from 7/7 to Deepwater Horizon, and the challenge of dealing with 'difficult' people.

B Andreas Ekström (Sweden)
Author, *The Google Code*



INSIDE THE DIGITAL GIANT

In his bestselling book the culture journalist looks at why we're so quick to refer to and trust Google, and what we can learn from them. He examines how the company has evolved, how it gathers data and what lies behind their business and technology strategies and market dominance. In speeches Andreas unpicks an unorthodox corporate and organisational culture, and asks what users' view of Google's search results reveals about politics, business and love.

See also Dan Cobley, p42

B Baroness Susan Greenfield CBE
Professor of Synaptic Pharmacology, Oxford



THE RISKS OF TECHNOLOGY

The neuroscientist and Alzheimers researcher warns that technology might both endanger our free will and corrode our imagination. Even our daily use of search engines and the shift from tangible things to experiences leave an impression on the brain. In her presentations the author of *Mind Change* examines how we passively consume information and assesses the implications and risks for anything from HR and education to financial services.

See also Thimon de Jong, p44

"A really professional, thought-provoking and entertaining session"

COMMUNITY CARE PUBLICATIONS ON GAVIN ESLER

THE VIEW FROM WESTMINSTER

C Lord (Andrew) Adonis PC
Chair, IPPR



DEVOLVING INNOVATION

As Head of the No.10 Policy Unit, Schools Minister and Transport Secretary, Andrew was a key architect of Labour reforms from academies to HS2. He is still a 'weather-maker' in national policy and in the race for Mayor of London. In his Growth Review, Andrew focused on regional strategies for skills training and innovation. To stop parts of the UK lagging behind, he argues that Whitehall must cede control to local government and business to kickstart local growth.

See also Tony Travers, p40

B Lord (John) Gummer
Chair, CCC



THE ENVIRONMENTAL PREMIUM

John was hailed by Friends of the Earth as 'the best Environment Secretary we have ever had.' He's now Chair of the Committee on Climate Change, advising the Government on progress with emissions targets. In presentations John sets out the business case for a sustainable approach, starting with the supply chain; obeying the letter of the law may not be enough to protect a reputation that's taken years to build. He also explores the role of business in public health.

C Sir David Reddaway KCMG MBE
British Ambassador to Turkey 2009-2014



BRITAIN'S PLACE IN THE WORLD

Before his posting to Turkey David headed the UK missions in Canada, Ireland and Iran. He's promoted British business interests, managed political crises on issues from Gibraltar to the South Atlantic and dealt with armed attackers and hostage takers. In keynote speeches David considers our place in the world and sheds light on many a risk – from China's activities in Russia to an evolving Turkish landscape and systemic instability across much of the Middle East.

See also Corridors of Power, p102

C David Blunkett
Former Cabinet Minister



SOCIAL AND BUSINESS COHESION

As Home Secretary David was in charge of security, immigration and policing. Outside the Commons he continues to exert an influence. David explores how the political class can better engage with the public and counter the sense of grievance and resentment; and why the EU is seen as distant and anonymous at best, and at worst malign. He argues for business to take a lead: "You are a part of our communities, not just employers of people with certain skills."

See also Paul Mason, p38

■ Margaret Hodge MBE MP
Senior Backbencher



REINVENTING POLITICS

Margaret has served as Children's Minister and chair of the Public Accounts Committee, with a reputation for 'speaking truth unto power.' She's also taken on and defeated an active BNP campaign in her Barking constituency. In speeches Margaret explores the case for reform of public services, including the NHS. She also addresses protest politics, coalition government, attracting women into the Commons – and the need for MPs to reconnect with voters on a local level.

C Sir Hugh Robertson KCMG
Former Soldier, Banker & Minister



EXTREMISM, COOPERATION & COMPROMISE

Hugh saw action in the First Gulf War and ran army intelligence in Sarajevo before serving as Olympics and Foreign Office Minister. He was responsible for counter-terrorism, the Middle East and North Africa. Hugh speaks on the causes of extremism, Sunni/Shia conflicts and the emergence of Iran. In an alternative speech he explores the public/private and cross-party lessons from London 2012 – and how politics always involves balancing principles and national interests.

CONFERENCE SPEAKERS

THE BIG DEBATE: WHAT KIND OF SOCIETY DO WE WANT?



JLA AUDIENCE
Don't overstate Big Data objectivity.
Every dataset reflects the agenda and
biases of those who construct it – Aleks
Krotoski at #kltechconf

C Germaine Greer Writer & Academic



WHATEVER HAPPENED TO FEMINISM?

Professor Greer has carved an entire career out of speaking her mind. Since priming a whole seventies generation with *The Female Eunuch*, Germaine has sparked debate on everything from aboriginal rights to male nudes. 40 years after the arrival of feminism she sees the female narrative disappearing from the media: "We should be angry, but women are put off by 'the ugliness of rage.'" Her solution is to mobilise along the lines of a WI pressure group.

B Prof. Sarah Harper Founder, Oxford Institute of Ageing



THE EFFECTS OF AN AGEING POPULATION

Sarah is a professor of gerontology, and a governor of the Pensions Policy Institute. Her work focuses on the implications of our ageing populations, from the effect on resources to shifts in employment patterns and decreasing fertility. After studying health, social and economic programmes in Asia, she explores the challenges and opportunities that an ageing society presents for government, planners and for business. She also debunks a number of myths.

See also George Magnus, p38

C Dr Aleks Krotoski Presenter & Social Psychologist



THE DIGITAL HUMAN

Aleks switched from computer games to academia. She focuses on the interaction between psychology and technology – and the impact it has in ways we don't always realise. 2015 brings a look at computer codes that have changed the world, two new series of Digital Human and a Horizon film on the effects of violence in video games. In speeches Aleks issues a caveat: "Remember that technology doesn't do anything to us – we do things to one another."

See also Thimon de Jong, p44

C Bill Grimsey Former Retail CEO



RE-IMAGINING THE HIGH STREET

Bill has served as CEO at Wickes, Focus and Iceland. He has also produced The Grimsey Review, looking at what can be done to reinvigorate the high street. He argues that town centres should be reinvented as technology-oriented community hubs, with housing and public services at the centre. Bill talks about our changing habits and outmoded planning rules – and how many retail outlets are turning into showrooms where we choose what to order online.

See also Wayne Hemingway, p15

B Leo Johnson Author, Turnaround Challenge



SECURING THE FUTURE

Leo pinpoints the trends that connect sustainability to the bottom line, from climate change and energy crunch to customer preferences. He believes that we must find new ways to generate growth rather than future-proofing old industries. Leo argues there are three possible cities of the future: Petropolis (based on mass production); Cyburbia (a desensitised state, where mass meets IT); or the Distributed City, where post mass technologies help us to thrive.

D Peter Marsh Author, The New Industrial Revolution



THE FUTURE FOR UK MANUFACTURING

The Financial Times' former Manufacturing Editor has written a detailed study of the future for mass production. He is broadly positive on the prospects for high cost countries like the UK. While output is still below the level prior to the crisis, and we have slipped to 10th in the world league table, a number of specialists are coming to the fore – making items that many of us would be hard pressed to recognise. Some SMEs could even become global players.

JLA SPEAKERS BREAKFAST

"Biomimicry uses nature as a source of inspiration. We've developed a greenhouse that imitates the fog-basking beetle, turning seawater into fresh water in an almost identical way. In the shade beneath the solar mirrors we can grow crops that wouldn't survive direct sunlight. This will be a model for zero carbon food production in some of the most water-stressed areas of the world – at the same time generating abundant renewable energy and re-vegetating the desert."

MICHAEL PAWLYN*"Absolutely Fascinating"*

CBRE

LIVE

ALL JLA SPEAKERS BREAKFASTS ARE STREAMED LIVE. CHECK WEBSITE FOR DETAILS.

CONFERENCE SPEAKERS

THE BIG DEBATE: WHAT KIND OF SOCIETY DO WE WANT?



JLA AUDIENCE
Fascinating future-shaping trends from
James Woudhuysen

B Ben Page
CEO, Ipsos MORI



WHAT WE REALLY THINK

Ben leads one of the UK's principal market research organisations. As well as numerous corporate briefs he has polled for major political parties, government departments and local authorities. He also serves on the advisory board of the Social Market Foundation and The King's Fund. After the election Ben tells us exactly what we're thinking about everything from spending cuts to whether or not we want Britain to remain in the European Union.

C Polly Toynbee
Journalist & Social Commentator



RE-ENERGISING THE LEFT

The columnist and former BBC Social Affairs Editor remains a strident commentator. After living on the minimum wage in a deprived estate, Polly published *Hard Work: Life In Low-Pay Britain*. She believes cuts in public spending inflict disproportionate pain for the bottom 30%. Accusing both Gordon Brown and George Osborne of 'market idolatry,' she calls for a new type of engagement from Labour: "More zest, originality and indignation."

C James Woudhuysen
Innovation Forcaster



TRENDS, MYTHS AND INNOVATION

James' expertise ranges from IT to transport, energy, manufacturing and retail – with a knack for spotting trends well before others. He also questions popular assumptions and faddish theories on anything from GM foods and nuclear waste to robotics. James sees the new Star Wars and Bond films as symbols of our tendency to "recycle the old" instead of innovating. What's needed is a rallying cry, removal of barriers, greater investment and confident leadership.

See also Doug McWilliams, p36

D Michael Pawlyn
Architect & Innovator



PROFITING FROM NATURE

The lead Eden Project designer believes lessons can be learned from nature in how we conduct business and construct our buildings. He points to technology that mimics natural eco-systems like the remarkable fog-basking beetle, which creates fresh water in the Namibian desert. 2015 sees him recreate the Sahara Forest Project in Jordan. Michael wants to move the debate from *sustainability* (ie mitigating negatives) to *restorative design* – optimising the positives.

B Prof. Lord (Robert) Winston
Professor of Science & Security



ETHICS MAN

Robert is an expert in fertility, a leading voice in the genetic engineering debate and a natural presenter. In *Bad Ideas?* he examined how all human progress from farming to medicine to urban living has made us more vulnerable. He's since worked on an app to help new parents care for their babies. Robert takes on big moral and practical questions. Can we look to technology to solve problems it has created? Where does genetics stop? Is it wrong to play God?

More Speakers
& Panellists
- including...
David Davis
Bar. Tanni Grey-Thompson
Sir Simon Jenkins
Sir Jonathon Porritt
Gareth Thomas
at jla.co.uk

"His humour and energy was great"
CARTESIAN ON JAMES WOULDHUYSEN

PRESENTERS

TO CHAIR CONFERENCES & HOST AWARDS

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ANITA ANAND

"We were delighted with the way she interacted with speakers, asked probing questions and facilitated debate"

NHS CONFEDERATION

PRESENTERS TO CHAIR CONFERENCES & HOST AWARDS

NEWS, BUSINESS & TECHNOLOGY



JLA AUDIENCE
Great day @ICAEW #BusinessFutures
with Jonathan Dimbleby. Water, tax,
ageing population, technology & work
in 2039 (I'll be 59!)

C Samira Ahmed
Sunday Morning Live, Newswatch



The former Channel 4 News anchor and winner of Celebrity Mastermind also presents The World Tonight and writes for The Independent.

C Jeremy Bowen
BBC Middle East Editor



Jeremy has reported from more than 70 countries and presented breakfast TV. He now covers developments as they unfold across a febrile region.

C Andrea Catherwood
Presenter



Andrea has anchored network news, co-hosted This Morning, presented business briefings for Bloomberg and interviewed Aung San Suu Kyi.

C Katie Derham
Radio 3 Presenter



The ex-ITV News anchor now hosts classical music concerts on television and radio, produces documentaries and mentors young women.

C Anita Anand
Any Answers?



Anita made her mark on Radio 5 Live and Daily Politics before taking over Radio 4's flagship Saturday current affairs phone-in.

A Fiona Bruce
BBC TV News



2015 sees the multi-lingual news presenter, Antiques Roadshow host and Telegraph columnist explore the delights of Britain's tourist spots.



The way he chaired the conference and facilitated debates was second to none. He's also a joy to work with from an organiser's point of view – a consummate professional.”

ICAEW ON
JONATHAN DIMBLEBY

B Jonathan Dimbleby
Any Questions?



As well as chairing Radio 4's weekly political debate, Jonathan has filmed in Russia and Africa. 2015 sees a two part documentary on World War II.

D Faye Barker
ITV News London



Faye has presented morning bulletins for ITN and Sky's rolling news, as well as gardening and holiday strands for the independent network.

B Nicky Campbell
Breakfast, Radio 5 Live



Nicky's credits range from consumer affairs to live studio debates, sports and phone-ins. He has also reunited long lost family members.

C Victoria Derbyshire
Current Affairs Presenter



2015 sees the Speech Broadcaster of the Year and former 5 Live presenter on BBC2 with a weekday morning show live from Newcastle.

C Stephen Dixon
Sky Sunrise



Stephen co-hosts the Sky breakfast news programme and works to help improve education and awareness of Type 1 Diabetes.

“Just fantastic – so well suited to the event”

HAVAS LIFE MEDICOM ON STEPHEN DIXON

B Huw Edwards
BBC Ten O’Clock News



Huw is the lead news anchor on the nation’s main bulletin. He also leads coverage of State occasions and plays an active part in BBC’s School Report.

C Krishnan Guru-Murthy
Channel 4 News



C4’s long-standing news anchor also fronts Unreported World, the foreign affairs series. Other credits include a live debate on How To Save £100bn.

B Mishal Husain
Today



Mishal is the first Asian presenter on Radio 4’s flagship programme. Other credits include a Panorama interview with Malala Yousafzai.

B Laura Kuenssberg
Newsnight



As BBC Chief Political Correspondent Laura reported from the doorstep as the last Coalition took shape. She has since reported on business stories.

“

It was his ability to understand exactly what the audience wanted and drive an engaging debate that made the day a success. This was two-way communication at its very best.”

ROYAL MAIL ON
HUW EDWARDS

C Gavin Hewitt
BBC Chief Correspondent



After a long spell reporting from the EU, 2015 sees Gavin back in the UK in an Editor-at-Large role, covering all things British.

B Natasha Kaplinsky
ITN News Presenter



Originally a Labour Party researcher, Natasha has presented BBC, ITV and Five news bulletins. She also plays an active role with Save the Children.

C Sue MacGregor CBE
The Reunion



The original host of Woman’s Hour became a long-serving Today anchor before reuniting those who played a key part in historical events.

C Gavin Esler
Newsnight



Gavin was a part of the Newsnight team before switching to HARDtalk and Dateline London on BBC World. He’s also written on rebuilding trust.

B John Humphrys
Today, Mastermind



Alongside the Today programme and the flagship quiz, John has examined dependency culture and chaired the Education Debates.

C Spencer Kelly
Click, BBC TV



The self-confessed technology tourist fronts the guide to the latest gadgets and computer industry news, which airs around the world.

C Daisy McAndrew
Current Affairs Presenter



Daisy served as ITV’s Political and Economics Correspondent. She’s also hosted Have I Got News For You and guested on Loose Women.

“Terrific grasp of the issues and onstage energy”
ABTA ON DAISY MCANDREW



JLA AUDIENCE
*Steph McGovern from BBC Breakfast was
 host at APM Awards: she was superb AND
 SHE'S AN ENGINEER!!!*

BUSINESS PRESENTERS

B Kamal Ahmed
 BBC Business Editor



Before taking on the onscreen role Kamal worked in print – as Observer political and news editor, and group business editor at The Telegraph.

C Declan Curry
 Business Journalist



After acquiring a big fan base for his early morning market reports, Declan moved to Working Lunch and 5 Live's On the Money.

B Steph McGovern
 BBC Breakfast, The One Show



Steph has covered finance for 5 Live, hosted On The Money and reported from 50 different workplaces. She is also a former champion Irish dancer.

C Paul Mason
 Economics Editor, Channel 4 News



Paul was Deputy Editor of Computer Weekly before making his name on Newsnight. Aside from C4, he writes extensively on 'global revolutions.'

C Tanya Beckett
 BBC World



The metallurgy graduate and former banker has reported from New York and anchored Business Breakfast. She now fronts global and rolling news.

C Simon Jack
 Today



Since cutting his teeth in commercial and investment banking, Simon has become the main business voice on Radio 4's Today.

D Kavita Maharaj
 Former Anchor, CNBC



Kavita has presented for Bloomberg, ITV and CNBC. As host of Powerlunch she has interviewed business figures, policy makers and central bankers.

B Robert Peston
 BBC Economics Editor



Robert has guided us through twists and turns from crash to recovery. He is now the BBC's authoritative voice on the state of the UK economy.

D Jonty Bloom
 BBC Business Correspondent



Jonty leads network radio coverage of the latest economic, business and industry stories – from the workings of the EU to the rise of pound shops.

C Paul Lewis
 Money Box



Radio 4's personal finance expert has also written several books, including *Pay Less Tax*, *Live Long & Prosper* and *Beat The Bank*.

D Juliet Mann
 Marketplace Europe, CNN



The bi-lingual ex-Paris correspondent has also reported from the NYSE and rollerbladed with a Finance Minister. She now writes a popular blog.

D Rebecca Pike
 Radio 2 Drivetime



Rebecca has reported on business for a number of BBC outlets, from Today to Wake Up To the Money. She also hosts the weekly Innovation strand.

“Outstanding – he had the audience mesmerised!”

AVIS ON SIMON JACK

SPECIALIST FACILITATORS

C Guy Browning
Brand Consultant & Author



The Management Today writer and former adman helps delegates to see through others' eyes – steering clear of traditional management jargon.

B Leo Johnson
Co-Founder, Sustainable Finance



The consultant, author and presenter of BBC's Down To Business facilitates debate on sustainability and puts the case for investing in the community.

B Michael Portillo
Former Cabinet Minister



Michael controlled public spending as Chief Treasury Secretary, then led both Employment and Defence. He's now a seasoned broadcaster.

D David Shukman
BBC Science Editor



Since writing *Reporting Live From The End Of The World*, David has explored the tunnel of CERN's Hadron Collider on a motorbike.

D Rory Cellan-Jones
BBC Technology Correspondent



Since documenting the rise of Silicon Valley, Rory has specialised in digital and technology stories. He also hosts the World Service's Tech Tent.

D Angela Lamont
Technology & Science Presenter



2015 sees the former systems analyst and engineering presenter front the STEM project – encouraging interest in science, maths and technology.

D LJ Rich
Technology Presenter & Musician



As well as monitoring developments across consumer electronics, the Click presenter explores online behaviour and trends in social media.

C Chris Skinner
Founder, Shaping Tomorrow



The author of *Digital Bank* facilitates debate on the impact of technology and new processes on organisational structure and business strategy.

C Mark Easton
BBC Home Editor



Mark reported for C4 and Newsnight before taking on the network home affairs brief covering welfare, crime, health and education.

B Michael Mosley
Presenter & Producer



The TV polymath returns with more Trust Me I'm A Doctor, Horizon films, Fast Exercise and other health tips for One Show viewers.

D Sue Saville
News Correspondent, ITV News



Originally a reporter in Hong Kong, Sue spent many years as a medical correspondent. She also specialises in energy, engineering and airports.

D Fergus Walsh
Chief Medical Correspondent



Fergus's brain, heart and other vital organs have all been scanned for TV. He's also investigated use of genetics in cancer-immuno therapy.

“Fun, engaging and thought provoking - he made the whole event tick”
WALTER SCOTT ON LEO JOHNSON

B Eddie Mair
PM, Radio 4



Eddie brings his distinctive burr to current affairs – whether probing a senior politician or finding the funny side of share price movements.

D Maxine Mawhinney
Dateline London, BBC News



The chair of the News Channel's live debate has also edited Reuters' Asian News and reported from the US for breakfast television.

C Naga Munchetty
Financial Journalist & News Anchor



Originally a business producer on C4 and a presenter on Bloomberg, Naga joined Working Lunch before taking on general news duties.

B James Naughtie
Today, Book Club



The Today stalwart and Chancellor of Stirling University has also presented The New Elizabethans, marking the achievements of modern day heroes.

B Emily Maitlis
Newsnight, BBC TV News



The multi-lingual former China and business reporter presents news and current affairs - and interviews the likes of Mark Zuckerberg.

C Louise Minchin
BBC Breakfast



Louise is a lead presenter on the TV breakfast sofa and 5 Live's drivetime show. She has also played herself in Spooks and Torchwood.



His inimitable inquisitorial style and unerring ability to get to the heart of the matter, mixed with a dash of dry humour, played a large part in ensuring the success of our event."

VERITAS TREASURY ON
ANDREW NEIL

B Andrew Neil
This Week, Sunday & Daily Politics



As well as shining light on the parties in election year, Andrew is Chairman of The Spectator and has a raft of media interests.

C Mark Mardell
The World This Weekend



After his spells as Europe and North America Editor, 2015 sees Mark settle into his role on Radio 4 with a mix of interviews and news round-up.

B Sarah Montague
Today



As well as co-presenting the Radio 4 flagship, the former stockbroker has anchored Newsnight and conducted long-form interviews for HARDtalk.

D Clive Myrie
BBC Weekend News



Clive has reported from 80 countries, from conflict in Iraq to the election trail in America. He has also made a documentary on Barack Obama.

D Sue Nelson
News Presenter



The former science, environment and technology reporter has investigated the security of the banking system – and applied to be an astronaut.



LOUISE MINCHIN

"She gauged the mood perfectly"
ABBOTT



C Maryam Nemazee
Al Jazeera, Sky News



Maryam's credits include Newshour, Bloomberg's flagship European show, and stints on the Doha-based English language service.

D Paddy O'Connell
Broadcasting House



Paddy attracts two million listeners to the Sunday morning show, with a light approach to the news. He is also familiar to viewers of BBC World.

C Nisha Pillai
BBC World News



The ex-Money Programme reporter has hosted UN debates and trained scientists at CERN to explain 'stuff' to the public in everyday English.

B Tim Sebastian
Chair, The New Arab Debates



The former HARDtalk host founded and chairs influential forums across the Arab world. He also explores the issues facing India.

C Cathy Newman
Channel 4 News



Originally a Financial Times reporter, Cathy co-hosts the main bulletin and writes C4's FactCheck, sorting out the truth behind the spin.

D Adam Parsons
Wake Up To Money, 5 Live



Adam has graduated from sports to business and personal finance, via a spell as Communications Director for the British Olympic Association.

D Kate Russell
Click



In her book *Working The Cloud*, Kate offers online tips and tricks for SMEs. Her onscreen brief covers all aspects of tech, including gaming.

D Babita Sharma
BBC News Channel



Babita has progressed from regional programmes, business reporting and Your Money to the Newsday strand on BBC World.

B Mary Nightingale
ITN News, Tonight



Twice voted Newscaster of the Year by her peers, Mary started in the City as a eurobond dealer. She has also hosted Britain's Best Dish.

A Jeremy Paxman
Contributing Editor, Financial Times



2015 sees the former Newsnight man anchor C4's election night and muse on Churchill – alongside quizmaster duties on University Challenge.

B Stephen Sackur
HARDtalk



AIB's International TV Personality of the Year reported from Brussels and Washington before taking over the flagship interview with global reach.

B Kate Silverton
BBC TV News



Kate has presented all the network bulletins. Away from the news desk she's been off-road for Top Gear and kayaked for Ultimate Wild Water.



JLA AUDIENCE

Great opening remarks from Justin Webb about going "beyond soundbites" - importance of the longer term #smmt

C Sarah Smith
 Channel 4 News



After launching More4 News, Sarah transferred to the US to report from Washington before returning to the studio with a business brief.

C Bill Turnbull
 BBC Breakfast



The beekeeper and tango specialist reported from the US and anchored network news before moving on to the nation's favourite sofa.

C Justin Webb
 Today



Justin was the first British journalist to interview President Obama in the White House. He now brings wit and wisdom to the Today programme.

B Jon Snow
 Channel 4 News



The veteran anchor of the long form news show interrogates the high and mighty, chairs debates and tries out cannabis in 2015.

B Jeremy Vine
 Radio 2, Points of View



Jeremy's BBC brief has spanned news interviews, Panorama, election races and quizzes. His daily Radio 2 show attracts 6 million listeners.

C Moira Stuart OBE
 Radio 2 News



After presenting every news bulletin and fronting tax commercials, Moira is firmly ensconced with Chris Evans on the breakfast radio show.

B Kirsty Wark
 Newsnight



Kirsty's TV presenting credits extend from hard news and arts review to a food quiz. She also pops up on Have I Got News For You.

He pitched it just right - very down to earth and engaging"

LEGAL BUSINESS AWARDS ON JEREMY PAXMAN



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INTERNATIONAL
D Kristiane Backer
 Entertainment Presenter


As in the title of her book, Kristiane has travelled *From MTV To Mecca*. She's built a following across Asia, Europe and the Middle East.

C Shiulie Ghosh (Qatar)
 Al Jazeera


ITV's former Home Affairs reporter anchors Newshour in Doha – where stories include Qatar buying up land in Africa to improve food security.

C Lillian Gjerulf Kretz (Denmark)
 TV Avisen 21:30


Lillian anchors DR's flagship bulletin and Sunday round-up. Other credits include *They Wrote History*, with ten world leaders in the hot seat.

C Juan Senor
 Business Presenter


The Spanish born, US educated, UK based broadcaster has moderated at the Davos and World Banking Forum. He is also a polar explorer.

C Anne de Baetzelier (Belgium)
 Presenter, VTM


The former Miss Belgium has fronted music, talk and lifestyle formats. She can present in English, French, Dutch and Spanish.

C Monika Jones (Germany)
 Deutsche Welle


Monika fronts *Journal*, *Business Brief* and *Made In Germany* for the global network. She also hosted the event to mark ESA's Philae comet landing.

D Kimberley Leonard (Qatar)
 Al Jazeera


The Kenyan presenter has anchored *Emirates News* and filed from South Sudan, Ghana and Romania. She is also an aviation specialist.

C Jon Sopel (US)
 BBC North America Editor


Before the Washington posting Jon served as Paris Correspondent, host of *The Politics Show* and anchor on *Newsnight* and *BBC World*.

C Jacki Davis (Belgium)
 Editor-in-Chief, E!Sharp


A former Communications Director at the European Policy Centre, Jacki chairs business and political debates in Brussels and across the EU.

B Darren Jordon (Qatar)
 Inside Story, Al Jazeera


Once a Jamaican Army parachutist, Darren presented BBC News bulletins before taking on in-depth interviews for the Middle East service.

D Simon Pusey (China)
 Sports Anchor, CCTV


Simon worked as a news reporter and presenter at BBC and C5 before his move to Beijing. He now fronts two live daily sports shows.

B Silvia Wadhwa (Germany)
 Financial Journalist


The ex-Chief Financial Correspondent at CNBC is a leading commentator on the Euro crisis. In 2015 she presents a film exploring changes at the ECB.

UK NATIONS & REGIONS

C Kaye Adams
Loose Women



Kaye's credits stretch from news to talk shows via live debates, car and design programmes. She continues to host Morning Call on Radio Scotland.

D Jeff Brown
Look North



Jeff graduated from a sports role to regional news and current affairs on the magazine show for Cumbria and Tyne Tees.

D Dave Harvey
Points West



The BBC's West of England business correspondent covers news stories from airport expansion to high street issues and personal finance.

D Lucy Meacock
ITV Granada



Lucy presents ITV's Weekend News and the North West's current affairs show, Granada Reports. Other credits include The Late Debate.

D Sameena Ali-Khan
ITV News Central



Sameena is the lead news presenter covering the East and West Midlands. She's also made films for Inside Out and interviewed Prince Philip.

C Glenn Campbell
BBC Scotland



Glenn's broadcast credits include the Scottish editions of The Politics Show and Newsnight and a leaders' debate on the Independence Referendum.

D Roger Johnson
North West Tonight



Alongside the daily magazine show Roger is a regular weekend presenter on BBC Breakfast – and a reporter on Match of the Day.

C Louisa Preston
BBC London



Louisa moved from Channel 5 News to anchor regional bulletins for the South East and early morning news on BBC Breakfast.

D Wendy Austin
BBC Radio Ulster



The first lady of Good Morning Ulster has hosted news, a community based series and phone-in. 2015 sees her at the helm of Inside Business.

D Rona Dougall
Scotland Tonight



The former Sky News reporter now presents Scottish national business, politics, sports and entertainment news from Glasgow.

D Sally Magnusson
BBC Scotland



Sally's long list of broadcast credits stretches from Songs Of Praise and Breakfast News to The Daily Politics, Woman's Hour and Panorama.

C Mary Rhodes
Midlands Today, Inside Out



After covering sports news across the network from BBC One to the Today programme, Mary presents regional output for the West Midlands.

“Very dynamic - she kept the debate flowing”

AEW ON SALLY MAGNUSSON



ROB BRYDON

"The consummate professional"
UBM

C Terry Alderton
 Actor & Comedian



After a spell playing Terry the cabbie in EastEnders, Terry the comic is back – with his natural gift for improv and taking audiences on a flight of fancy.

B Matt Baker
 The One Show, Countryfile



As well as hosting the daily magazine and sampling the wares of rural food producers, Matt presents gymnastics and a heart-warming reunion show.

C Angellica Bell
 The One Show



Alongside CBBC shows Angellica has co-hosted an ITV game with husband Michael Underwood, and came close to winning 71 Degrees North.

B Jo Brand
 Writer & Performer



As well as doing the rounds on panel shows, the one-time psychiatric nurse has written and starred in an award winning sitcom, Getting On.

B Matt Allwright
 Watchdog, Fake Britain



As well as fighting for the consumer and exposing disreputable workmen, Matt champions the army of unsung heroes who keep Britain ticking over.

A Clare Balding OBE
 Sports & Entertainment Presenter



2015 sees Clare at Wimbledon and Crufts, Royal Ascot and Cheltenham. She also builds up to the Paralympics at Rio 2016.

C Liz Bonnin
 Bang Goes The Theory



As well as the peak time science and technology show, 2015 heralds more Stargazing and nature programmes – including Animal Odd Couples.

B Gyles Brandreth
 The One Show, Wordaholics



2015 sees the novelist, panellist and sometime Tory MP file more reports for the family TV show and display his verbal dexterity on Radio 4.

A Alexander Armstrong
 Pointless



2015 sees Xander extend his range to travelogue, alongside the cult game show. He's also realeasing an album of swing music.

C Martin Bayfield
 Aviva Premiership, Crimewatch



In World Cup year the 6'10" former police protection officer and England forward continues to juggle public service and pitchside duties.

B Julia Bradbury
 Wonders of Britain



The former Countryfile, Watchdog, superbike and powerboat presenter takes to the road with two new ITV primetime series.

A Rory Bremner
 Impressionist



Rory has parodied the establishment for decades. After making his acting debut in the West End, 2015 sees him look back in anger at the Coalition.

“An amazing presenter”
 EMAP ON ALEXANDER ARMSTRONG



JLA AUDIENCE
Rob Brydon on top form hosting
#mtawards2014 tonight!



B Marcus Brigstocke
The Brig Society



Alongside the Radio 4 comedy shows Marcus' credits include Spamalot, QI and a celebrity ski-jump competition.

B Adam Buxton
Adam and Joe, Bug



Away from the cult partnership with Joe Cornish, Adam's credits include The IT Crowd, The Last Chancers and film roles in Stardust and Hot Fuzz.

A Rob Brydon
Would I Lie To You?



After creating Keith Barret and Uncle Bryn, Rob earned his own chat show. He's also compered at The Palladium, paying tribute to Neil Diamond.

B Ed Byrne
Mock The Week



After travelling the Pan-Am highway with Dara O Briain, Ed returns to his roots with a new stand-up show and more spots on the news panel game.

C Greg Burns
Presenter, Capital FM



After learning the craft as a warm-up man on Have I Got News For You the Capital drivetime host is also a genial and assured live performer.

A Alan Carr
Chatty Man



After his Radio 2 show, Specstacular and Loose Women, the spiritual child of Frankie Howerd returns in a new Yap, Yap, Yap! tour in 2015.

“Perfectly pitched and very entertaining”
NAPF ON HUGH DENNIS



A Jimmy Carr
8 Out Of 10 Cats Does Countdown



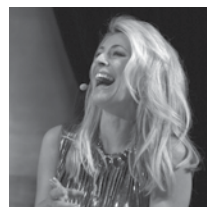
Alongside his quizmaster's schedule, Jimmy continues the Funny Business tour into the Autumn, adding dates in Scandinavia.

A A James Corden OBE
The Late Late Show, Wrong Mans



After starring alongside Streep and Depp in Into The Woods, 2015 sees James divide his time between the US chat show and League Of Their Own.

A Tess Daly
Strictly Come Dancing



The former model and ex-SMTV Live presenter has earned her place in the nation's hearts on Strictly. She's also a guest co-host on The One Show.

A Dick & Dom
CBBC Double Act



After hosting the nationwide search for a Blue Peter presenter, the boys wrote *Slightly Naughty But Very Silly* – and won a Children's BAFTA.

C Jo Caulfield
Jo Caulfield's Speakeasy



A seasoned comedian and warm-up artist, Jo has enjoyed several Radio 4 series and toured the land with her Better The Devil You Know tour.

C Hal Cruttenden
Live At The Apollo, Joke Thieves



Hal's credits stretch from HIGNFY to the Royal Variety Performance and The Madness of King George – and representing Britain on a new quiz.

A Greg Davies
The Inbetweeners, Man Down



The former teacher (known to many as Mr Gilbert) is a panel show fixture on radio and TV. 2015 heralds a new role, devising dastardly tasks.

A Keith Duffy
Actor & Pop Star



After a successful West End transfer and a Motown album, 2016 sees the Boyzone star and autism fundraiser appear in the feature Black Prince.

D Andy Collins
Presenter



Andy has onscreen gardening and game show credits, and a growing reputation as a warm-up man for the likes of Strictly and Jonathan Ross.

B Jon Culshaw
Dead Ringers, Newsoids



After Secret World, Bruce Forsyth's Hall of Fame and Hitchhikers' Guide, 2015 sees Jon star in the successor to Spitting Image.

B Hugh Dennis
Mock The Week



The former Unilever brand manager re-writes the news on The Now Show and Mock The Week. 2015 sees him hit the road in Ballot Monkeys.

C Mark Durden-Smith
ITV Rugby



Mark has hosted reality, game and chat shows alongside a plethora of sports – from European Tour golf to Spanish football and Aviva rugby.

“Bang on!”

FLIGHT CENTRE ON MARK DURDEN-SMITH

B Matt Edmondson
 Radio 1, Fake Reaction


Aside from his regular duties on the music station, Matt hosts ITV2's panel game and asks awkward questions of Apprentice candidates.

B Ben Fogle
 New Lives In The Wild


As well as his outdoor series, Ben serves as Special Correspondent for NBC News. 2015 sees him take film crews to Wales and Africa.

A A Stephen Fry
 QI


The actor, novelist, autobiographer, presenter, panellist, poet and digital evangelist returns with series 13 and the letter M.

A Richard Hammond
 Presenter


The diminutive thrill-seeker co-hosted the car show with a global fan base. He's also fronted science and game shows, and natural history specials.

B Rick Edwards
 Presenter, BBC three


Originally a model and a Hollyoaks extra, Rick graduated to Free Speech: a live debate led by audience tweets. He also writes on fashion.

C Matthew Fort
 The Great British Menu


As well as judging the nation's best professional chefs, the ex-Guardian Food editor is also a proud founder of Mr Trotter's Pork Crackling.

C Will Gompertz
 BBC Arts Editor


Will was head of media at The Tate before assuming the BBC arts mantle. Meryl Streep declared her love – after he praised her portrayal of Thatcher.

A Lenny Henry CBE
 Actor & Comedian


Lenny's orbit extends from classical theatre to arena tours, Comic Relief and studies for his PhD. 2015 sees a lottery win in The Syndicate.

C Lisa Faulkner
 Actor & Cook


After being killed off in both Spooks and Holby City, Lisa has been reborn as a Masterchef. In 2015 she invites us to dunk, with Tea & Cake.

B Mariella Frostrup
 Presenter


Mariella's credits stretch from Sky's Book Show to C4's Sex Box. She has interviewed luminaries of stage and screen from Oliver Stone to Kermit.

D Andrew Graham-Dixon
 The Culture Show


Andrew has guided viewers through a World History Of Art and a tour of Chinese culture from 2000 BC to the present day.

B Nick Hower
 Countdown


Having escaped the TV boardroom, Lord Sugar's former right hand man teams up with Margaret and presides over Channel 4's afternoon game.

“Insightful and very entertaining”
 AXA ON WILL GOMPERTZ



ACTORS WHO PRESENT

A Sanjeev Bhaskar OBE
The Kumars



The ex-IBM marketer has welcomed guests to No42, starred in the West End and played a cameo in Dr Who. 2015 sees a series on Bollywood.

B David Harewood MBE
Homeland



David is best known as CIA Director of Counter-Terrorism in Homeland. Other credits include The Vice and Othello at the National Theatre.

A Joanna Lumley OBE
Actor & Campaigner



2015 brings film roles in She's Funny That Way and Absolutely Anything – and a long trip encountering locals along the Trans-Siberian Railway.

B Meera Syal CBE
Actor & Writer



2015 sees Meera star in Broadchurch, Behind The Beautiful Forevers and a US comedy, The Brink. There's also a novel: *The House of Hidden Mothers*.

B Simon Callow
Actor & Biographer



Simon's credits extend from his one-man The Mystery of Charles Dickens to Four Weddings And A Funeral, and the fantasy series Outlander.

A Miranda Hart
Call the Midwife



After making her debut comedy tour and calling time on the studio sitcom, 2015 sees Miranda back in East End poverty, caring for the community.

A Stephen Mangan
Actor & Guest Host



Since giving his Bertie Wooster and Postman Pat, the HIGNFY host and Episodes star has appeared at the National in Rules For Living.

C Nina Wadia
Actor & Programme-maker



The original Goodness Gracious Me and EastEnders star is a wonderfully funny performer. She's also proud to have given 'chuddies' to the OED.

A Brian Conley
Barnum



The Olivier-winning musical actor has worked with stars from Bob Hope to Eddie Izzard. On the corporate stage he asks hand-picked guests to duet.

B Larry Lamb
New Tricks



Larry starred as the lovable Essex dad in Gavin & Stacey, and as EastEnders' Archie Mitchell. He's now joined the team at UCOS.

A James Nesbitt
Actor



Jimmy's credits extend from hospital drama to travelogue via The Hobbit, The Missing and Babylon. He's also a very entertaining live host.

A Bradley Walsh
Law & Order, The Chase



Alongside stand-up, Bradley's career has taken him from Brentford FC to game shows, Coronation Street and cops and robbers.

“He scored the highest marks on our event feedback”
MERCEDES-BENZ UK ON BRIAN CONLEY



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B Chris Hollins
BBC Breakfast, Watchdog



Chris played cricket for Oxford, and football for both Charlton and QPR. The Strictly champion is now equally adept at news and consumer affairs.

B Rufus Hound
Actor, Presenter & Comedian



After Hounded, Celebrity Juice and starring alongside Robert Lyndsey in Dirty Rotten Scoundrels, Rufus turns to romcom in Scottish Mussel.

A Marvin Humes
The Voice, Capital Radio



Marvin got his break with JLS, before becoming a Capital DJ and co-host of the BBC talent search. He is also part of the Lovebug music project.

B Gethin Jones
Presenter



The former children's presenter and face of Holland & Barrett fronts NFL games for C4 and ITV's Premiership Rugby coverage.

C Jon Holmes
Xfm Breakfast, The Now Show



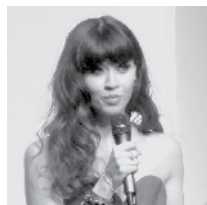
Jon is a multiple Sony Award-winner, bringing edgy comedy to Radio 1, 2, 4 and 6 Music. He's also written for Stephen Fry and Horrible Histories.

A A Russell Howard
Russell Howard's Good News



After finishing his huge Wonderbox tour, including a sell-out run at the Albert Hall, election year sees series 10 of Russell's topical comedy show.

B Jameela Jamil
Radio 1 Chart Show



The former T4 and Freshly Squeezed presenter is the first solo woman to host the official chart show. She also manages up-and-coming singers.

B Milton Jones
Comedian & Writer



With 11 Radio 4 series under his belt and a TV sitcom coming, the master of surreal embarks on tour in Milton Jones And The Temple Of Daft.

C Alex Horne
Comedian & Bandleader



As well as leading his Horne Section in more musical mayhem, Alex teams up with Greg Davies in 2015 – setting implausible tasks for hapless comics.

B Kate Humble
Kew On A Plate, Wild Kings



2015 brings a raft of new projects – from gardening with Raymond Blanc to living with Nepalese nomads and a family game set in the woods.

B Alex Jones
The One Show



After a string of S4C Welsh-language shows, Alex has made her name on BBC's early evening magazine – and came close to winning Strictly.

B Miles Jupp
Stand Up Comedian & Actor



Miles's credits stretch from Balamory and Rev. to The Thick Of It and a raft of Radio 4 shows. 2015 sees a new TV vehicle: In And Out Of The Kitchen.

“He judged his audience and delivery just right - really very good”

PAM INSIGHT ON MILES JUPP

A Russell Kane
Live At The Apollo



The Foster's Award-winner, Radio 2 seaside host and BBC three favourite has also performed a stand-up set at 30,000ft for Virgin Atlantic.

B Mark Kermode
The Culture Show, Film 24



Armed with his Phd in horror, Mark covers a broad spectrum of arts and culture. He wonders if professionals are needed, now everyone's a critic.

B Lauren Laverne
BBC 6 Music



The former Kenickie singer is firmly established on the 6 Music schedule and the Glastonbury TV set. She's also written on style for The Guardian.

D Jimmy McGhie
Comedian



Since warming up for Loose Women and storming the Real Variety Show, Jimmy has established his credentials as a rapidly rising comedy talent.

A Vernon Kay
All Star Family Fortunes



The one-time T4 host remains at the helm of the long running ITV show. 2015 also brings a new game to test contestants' cool: 1000 Heartbeats.

B Patrick Kielty
Radio 2



The Ulster comic and Radio 2 regular boasts credits from Fame Academy to Live At The Apollo. 2015 sees a new stand-up tour... Help.

C Charlie Luxton
Building the Dream



Charlie's own architectural practice specialises in sustainable design. He brings the same skills to TV property shows like Homes By The Sea.

B Alistair McGowan
Actor & Impressionist



Dividing his energy between theatre and comedy, Alistair's current crop of impressions spans Roy Hodgson, Paul Hollywood and Usain Bolt.

D Shaun Keaveny
BBC 6 Music



Shaun starts the day with a recipe of classic and new music, obscure facts, shout-outs, knowingly bad jokes and down-to-earth Lancastrian charm.

A Myleene Klass
Musician & Classic FM Presenter



Since Popstars, Myleene has enjoyed success in the classical charts, hosted Miss World, launched fashion ranges and had her say on Loose Women.

B Fred MacAulay
Scottish Comedian & Radio Host



Fred gave up accountancy to become a pillar of the comedy establishment and Radio Scotland. He now stars in R4's Bridget Christie Minds The Gap.

A Paddy McGuinness
Take Me Out



The former fitness instructor got his break on Peter Kay's Phoenix Nights. He is now firmly in control of ITV's primetime dating show.

"He was on top form"
COSTA COFFEE ON VERNON KAY



PADDY MCGUINNESS

SPORTS PRESENTERS
C Georgie Ainslie
 Fighting Talk

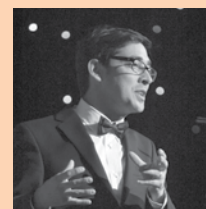

The former Sky Sports News anchor and A League Of Their Own panellist has presented across the spectrum, from sailing to speedway via F1.

C Jill Douglas
 Rugby & Cycling Presenter


Jill is the voice of the Tour de France and the first ever female presenter of BBC's Rugby Special. World Cup year brings a busy schedule.

C John Inverdale
 Radio 5 Live and BBC TV


Armed with a dry wit, John is one of the most versatile sports presenters. 2015 brings his 30th Wimbledon for the BBC – and the Rugby World Cup.

B Colin Murray
 talkSPORT


The darts aficionado, ex-Radio 1 DJ, Fighting Talk and MOTD2 host now holds court with assorted friends on the sports radio station.

C Ed Chamberlin
 Monday Night Football, Sky Sports


The ex-bookie fronts the network's coverage of the Premier League and mediates between Gary Neville and Jamie Carragher.

C Mark Foster
 Swimming & Fitsteps Presenter


Mark won 47 international freestyle and butterfly records. 2015 sees him as World Championship pundit, and workplace fitness instructor.

C Hazel Irvine
 BBC TV Sport


Hazel was once the youngest ever Grandstand presenter. She has since become a regular at Augusta and the Sheffield Crucible.

B Jeff Stelling
 Gillette Soccer Saturday


Sky's long-serving football supremo (and dedicated Hartlepool supporter) provides running commentary on all the Saturday action.

C Mark Chapman
 Match of the Day 2


After a decade on Radio 1, Chappers covers rugby, golf and cricket as well as football on TV and 5 Live – leading the build up to Euro 2016.

A Jake Humphrey
 Premier League, BT Vision


Jake's profile soared when he hosted Formula One coverage. After writing *The Inside Track*, he now heads BT's football offering.

A Gabby Logan
 BBC Rugby & Athletics


After football shows and long form interviews, 2015 sees the ex-gymnast front World Championship Athletics from China and host charity darts.

C Dan Walker
 Afternoon Edition, 5 Live


Dan was best known for his ability to extract titbits from Alex Ferguson. He has now made it to the bestseller list with his *Football Thronkersaurus*.

“Really enthusiastic, engaged and flexible: he certainly exceeded expectations”

UBS ON DAN WALKER

A A Michael McIntyre
Comedian



Since his Comedy Roadshow, Michael has served on the BGT judging panel, probed talk show guests and thrilled fans with a series of arena shows.

A James Martin
Chef & Columnist



The car-obsessed pastry chef pulls in huge audiences on Saturday Kitchen. He also shines a light on loneliness in Operation Meet The Street.

A Al Murray
The Pub Landlord



Al has hosted on Radio 2 and 5 Live, and edited R4's Today. He celebrates '20 years at the lager top' with more tour dates in One Man, One Guvnor.

A Dara O Briain
Mock The Week



Dara welcomes Apprentice cast-offs, keeps comics in check and stars in a variety of science shows. 2015 sees him extend his Crowd Tickler tour.

A Gareth Malone
The Naked Choir



After success with the Military Wives and Sing While You Work, Gareth's put together an all-star charity choir and taken the format to the US.

D Ian Moore
Comedian



Ian's credits include a headline show at Montreal's Just For Laughs – and a book about his struggles as an expat in rural France: *A La Mod*.

C Nihal
BBC Asian Network



After winning a Sony for Asian Beats Nihal hosted specialist and primetime Radio 1 slots. He now chairs debates, and appears with Run To The Beat.

B Christian O'Connell
Absolute Radio



Christian's mix of irreverent comedy, music and calls with famous listeners has brought him three Sony Awards. Onstage he's also a slick stand-up.

A Jason Manford
Stand-up, Actor & Singer



Jason's credits stretch from West End musicals to Show Me The Funny and Sunday Night At The Palladium. 2015 sees him play Leo in The Producers.

A Stephen Mulhern
Get Your Act Together



After hosting the new primetime ITV talent show, 2015 brings Catchphrase and more Big Star's Little Star, along with the BGT spin-off.

A A Graham Norton
The Graham Norton Show



Graham has followed the lead set by Terry Wogan - with a BBC chat show, a slot on Radio 2 and the presenter's seat at Eurovision.

A A Dermot O'Leary
Radio 2



The ex-X Factor mc showcases live bands on the mainstream music network. TV credits include 1v100 and SAS: Are You Tough Enough?

“Brilliant - professional, a dream to work with and exceptional value for money”

BVRLA ON IAN MOORE

B Andy Parsons
Mock The Week



After cutting his teeth writing skits for Spitting Image and starring in 9 radio series, Andy is acknowledged as a master of edgy topical comedy.

C Jay Rayner
Writer, Presenter & Food Critic



The One Show favourite, Masterchef aficionado and chairman of Radio 4's Kitchen Cabinet shares lousy reviews in a new stage show: My Dining Hell.

C Simon Rimmer
Sunday Brunch



The proud Liverpoolian co-hosts with Tim Lovejoy from their C4 home, and encourages everyone to try his online recipes at Eat The Chef.

C Paul Sinha
The Chase



After winning every quiz going, Paul was a safe choice as ITV 'chaser.' The GP-turned-comedian also graces R4 with a fresh look at Magna Carta.

B Sue Perkins
The Great British Bake-Off



After taking on the Mekong river, 2015 brings a new chat show with Mel and Series 6 of the baking show that attracts over 10 million viewers.

B Susanna Reid
Good Morning Britain



After news presenting, reporting on the Oscars and making it all the way to the Strictly final, Susanna switched to the ITV breakfast sofa.

C Gaby Roslin
National Lottery, BBC London 94.9



Gaby's broadcast credits stretch from Big Breakfast to Food Inspectors, via Children In Need. 2015 brings a new broadcast brief.

C Helen Skelton
Women's Super League



As Blue Peter's 33rd presenter Helen completed the Marathon des Sables and kayaked 2000km up the Amazon. She now fronts women's football.

C Anita Rani
Countryfile



2015 sees the Four Rooms presenter extend her range to the rural affairs magazine, Escape To The Continent and Sky's Great Culture Quiz.

C Matt Richardson
Comedian



Matt teamed up with Caroline Flack on the X Factor spin-off and the ITV video clip show Viral Tap. 2015 sees the rising comic set out on tour.

A A Jonathan Ross OBE
The Jonathan Ross Show



Nearly 30 years after The Last Resort Jonathan still makes headlines on TV. 2015 sees two extended series of his flagship ITV chat show.

B Lisa Snowdon
Capital Breakfast Show



Alongside her co-presenting duties, the ex-Vogue cover girl returned to modelling with M&S. She has since launched her own line of jewellery.



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B Debra Stephenson
Impressionist & Actor



Jon Culshaw's co-star in ITV's Newsoids and The Impressions Show reaches all the way from Angelina Jolie to Hilary Devey. Acting credits inc. Bad Girls.

B Danny Wallace
Author & Presenter



The Yes Man, Join Me founder and Mighty Boosh writer has also popped up in The IT Crowd and delved into Awkward Situations For Men.

A A Jack Whitehall
Actor & Comedian



After his tiny role in Frozen, Jack's back in A League Of Their Own. He also brings father-and-son bickering to BBC 2 in Backchat.

A Holly Willoughby
This Morning



Holly's credits extend from CD:UK to Dancing On Ice and Celebrity Juice – via daytime TV, The Voice and ITV's revamped Surprise Surprise.

D Ellie Taylor
Comedian



After a stint as warm-up for Graham Norton, 2015 sees the former model take to the road in Elliementary and appear in the sitcom Mummy's Boys.

B Gregg Wallace
Masterchef



The greengrocer, restaurateur and Veg Talk man has a string of foodie TV credits. 2015 brings more contests and Eat Well For Less.

B Josh Widdicombe
Comedian



2015 sees the former sports reporter and Foster's Best Newcomer nominee appear in his own sitcom – with Jack Dee as the landlord.

A Claudia Winkleman
Strictly Come Dancing



As well as doing her schtick on talent shows, reviewing film and talking art for Radio 2, Claudia has helped take stitching to a whole new level.

B Tim Vine
Actor & Comedian



Tim is holder of the world record for the most jokes told (and laughed at) in an hour: 499. He's also twice won the Edinburgh's Funniest Joke award.

A A David Walliams
Big School



2015 sees David return as Mr Church the lovelorn chemistry teacher – and take a lead role in Agatha Christie's Partners In Crime.

B Emma Willis
The Voice



The former model and face of BBC's talent search has also fronted C5's Big Brother and guest presented on This Morning and Loose Women.

B Reggie Yates
Release The Hounds



Reggie hosted the official chart show and orchestrated backstage drama in The Voice before leading game show contestants into the spooky forest.

“Very professional and great fun”
TRAVOLUTION AWARDS ON DANNY WALLACE

VOICE OVERS

E Neil Bentley
DJ & Programme-maker



The ex-Heart voice was one of the most popular names on the network, syndicated to 42 stations around the country.

E James Cannon
BBC Radio Oxford



The original Best A Man Can Get on the Gillette commercials also picked up a Sony award for his Flirty at 9.30 feature on Capital.

E Alan Dedicoat
'Voice Of The Balls'



Radio 2's Chief Network Announcer is known throughout the country as the voice of the National Lottery and Strictly Come Dancing.

E Toby Longworth
Actor & Voice Artist



Bill Bailey's former comedy partner has narrated the Book of the Week on Radio 4 and all 34 characters on Judge Dredd: Solo.

E Lynn Bowles
Travel, Radio 2



Lynn sits alongside Chris Evans and Ken Bruce, presenting travel reports on the highest rated radio station in northern Europe.

E Paul Coyte
On-pitch MC, Tottenham Hotspur



Paul spent 20 years in national radio, including Virgin and Capital Gold. He now specialises in football events.

C Peter Dickson
X Factor, Britain's Got Talent



As well as voicing the big ITV shows, Peter has released his own app and narrated Hollywood animations.

E Clive Bull
Phone-in Host



The inspiration for Down The Line, Clive has been hailed emperor of talk radio. Peter Cook was once a regular caller, as 'Sven from Swiss Cottage.'

E Rachel Darcy
Announcer, Sky Arts



Rachel has been a regular continuity announcer for ITV1, C5 and BFBS. She was also the face of Comet.

E India Fisher
Masterchef



India has voiced several series of the cookery programme, as well as many commercials and sci-fi dramas. She's also appeared in Dead Ringers.

AFTER DINNER SPEAKERS

- 95 **GENERAL INTEREST**
- 97 ACTORS
- 101 TRAVELLERS' TALES
- 102 **CORRIDORS OF POWER**
- 105 **SPORT**
- 110 **BUSINESS**
- 112 **AFTER DINNER GAMES**



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AFTER DINNER SPEAKERS GENERAL INTEREST

B Gyles Brandreth



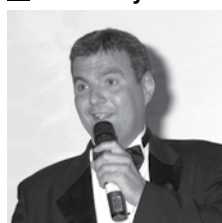
2015 sees the diarist, novelist, panellist and former MP for Chester report for The One Show and bring his extraordinary wordplay to Radio 4 comedy. After dinner he reveals the part he played in the biggest cheque in British history, the 7 secrets of happiness and how Westminster and Whitehall *really* work.

B Fiona Bruce



Alongside news duties Fiona hosts the long running Antiques Roadshow and Detectives spin-off. In 2015 she's also in charge of a new cryptic quiz show. After dinner Fiona reveals how obituaries are rehearsed in advance, and what happened when the BBC's hostile environment course was infiltrated by elves.

D David Bryon



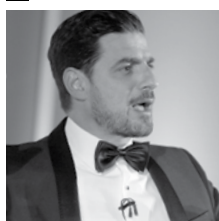
When he isn't pursuing his second career as a club comedian, the former MD of bmi baby uncovers the truth about airport check-ins, customer relations, in-flight communication and other joys of 21st century travel. Audiences are also invited to practise safety procedure, but not quite as we know it.

D Rev Richard Coles



The ex-pop star, parish priest of St Mary the Virgin and co-host of Radio 4's Saturday Live publishes his memoirs in 2015 – starting with *Fathomless Riches*. After dinner he admits lurid excess as a Communion, reveals how he got through the interview to train as a vicar, and how they avoid poisoning on Bake Off.

D Alexis Conran



Originally an advisor on the TV drama Hustle, Alexis now hoodwinks his victims onscreen for Discovery's Man vs Expert and Hustling America. For corporate audiences he shows off his magic skills and points to the traps that catch us all unawares: a good conman needs no more than an ordinary high-vis jacket.

D Alan Dedicoat



The 'Voice of the Balls' and Radio 2's chief network announcer also presides over Strictly Come Dancing. *Deadly Alancoat* regales audiences with a stream of quips, out-takes and tips on how to maximise your chances in the National Lottery. And he's a polished corporate quizmaster.

JLA AUDIENCE
Gyles Brandreth doing a great job to
help celebrate manufacturing
#insidermadeintheUK tonight

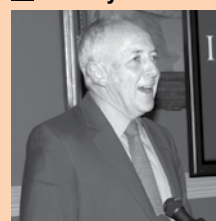
AFTER DINNER CORRESPONDENTS

B Kate Adie OBE



It used to be said that if you found yourself in the same place as Adie, you should leave straight away. As BBC Chief News Reporter she witnessed the first Gulf War and bloody protests in Tiananmen Square. Kate throws light on the home front in World War I, when women started going to football matches.

B Jeremy Bowen



The BBC's Middle East Editor has filed reports from 70 countries, co-presented breakfast TV and hosted Have I Got News for You. He looks at the motivation and the lighter side of broadcasting in the midst of conflict – like how he inadvertently dodged bullets in Bosnia by falling asleep in a blackberry bush.

C Gavin Hewitt



Gavin reported from the scene as the Berlin wall was breached, when New York's Twin Towers fell victim to 9/11, as New Orleans was buffeted by Hurricane Katrina and as the EU responded to financial chaos. He now offers a sharp (and often hilarious) insight into how Britain is seen by the rest of Europe.

“There was never a dull moment - he had them in fits of laughter throughout”

BCSC ON GYLES BRANDRETH

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JLA AUDIENCE
*Really enjoyed QCA Dinner last night –
 John Lloyd was hysterically funny!*

B Keith Duffy


The Boyzone singer turned actor is also an Honorary Fellow of the Royal College of Surgeons; he's helped set up 12 schools for children with autism. After the Motown album, 2015 sees Keith filming *Black Prince* for 2016 release. After dinner he might mention an embarrassing encounter with Luciano Pavarotti.

C Will Gompertz


Will is the first Butlin's Red Coat to become Head of Media at the Tate. He's also the BBC's first ever Arts Editor, entitling him to express his own opinions on controversies like the Turner Prize. With a stream of artful gags, Will argues that business can learn from entrepreneur-painters and creative minds.

B Paul Hollywood


Originally trained in sculpture, Paul turned to bread making and pastry in grand hotels before displaying a talent for TV. The last *Bake Off* final drew a record 13.5m, beaten only by the World Cup. Mixing stories with demo, Paul might mention threatening to have 'Bez' arrested – after she autographed his car.

C Nick Ferrari


Originally a tree-climbing Sun reporter, then editor of Sky News, Nick is now best known for hosting the breakfast show on LBC. After making headlines with *Call Clegg* and *Phone Farage*, 2015/16 brings further helpings of *Ask Boris*. Nick reveals how Bojo tried to persuade him to stand as the next London Mayor.

B Andy Hamilton


Andy wrote for Alas Smith & Jones before creating *Drop The Dead Donkey* and re-inventing BBC sitcom as co-writer and director of *Outnumbered*. He's back in 2015 with *Ballot Monkeys*, a 'real time' sitcom set on the election battle buses of the four main parties. After dinner Andy spills the beans.

B Alex James


Even after the reunions, the Blur bass player's heart lies elsewhere: "Music is tribal - cheese is universal." On his Oxfordshire farm Alex has created the medal-winning Little Wallop brand, a goats' cheese washed in cider brandy. Guests are invited to taste it after dinner, listening to Alex wax lyrical.

C Shelagh Fogarty


The LBC presenter (known to some as Vuvu-Shelagh) hosts a daily phone-in and interviews the great and good in election year. Shelagh admits to having the odd dream about George Osborne, who found out and encouraged her to enjoy the experience. As the story proves, she's also a marvellous mimic.

C Dr Phil Hammond


The *Private Eye* columnist, *Have I Got News For You* panellist and former GP tours the nation in 2015 in *Games To Play With Your Doctor*. Phil explains what goes through doctors' minds and addresses the less talked about medical queries, like 'What's the most effective sexual position for losing weight?'

D Helen Keen


As a young writer / performer Helen discovered that space lends itself to comedy. She has since compered CERN's first stand-up show and become a regular on Radio 4 with *It Is Rocket Science*. In her latest series she tackles some really big problems, like the future. After dinner Helen charts women's role in space.

"He held the audience throughout – and took time to socialise with them"

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AFTER DINNER ACTORS

B Sanjeev Bhaskar OBE



The ex-IBMer has welcomed guests to No.42, played Arthur in Spamalot and taken his seat as Chancellor of Sussex University. 2016 promises his first detective role. Sanjeev reveals how his parents wanted him to pursue a career in medicine – leading to “confused pride” when he eventually got to play a doctor.

B Jim Carter



Jim started life as a juggler, magician and tightrope walker. He also toured the US in a comedy show and warmed up for Duran Duran before amassing acting credits like Brassed Off and Shakespeare in Love. Jim explains how it feels after 40 years on the boards to be recognisable the world over as Carson the Butler.

C Larry Lamb



Larry became known to millions as EastEnders villain and lovable Billericay dad in Gavin & Stacey. In 2015 he's set to join the 'UCOS' team in New Tricks. Larry is a natural storyteller– from his days trying to flog encyclopaedias, to fixing the pipes below Broadway and coping with two TV family Christmas dinners.

A Joanna Lumley OBE



Joanna has starred in hit TV series and movies from Ab Fab to The Wolf Of Wall Street. She's also lived alone on an island, campaigned for the Gurkhas and searched for the Ark. 2015 brings film releases with Simon Pegg and Jennifer Aniston. Joanna confesses to several retakes of the kissing scene with DiCaprio.

A Stephen Mangan



Stephen has starred in everything from Green Wing to Postman Pat - via Just A Minute, Have I Got News and Jeeves and Wooster. He's won Tony and Olivier awards, but forgets to boast about them sufficiently when he finds himself in LA. The other problem with films is waiting 8 months to hear the audience laugh.





JEREMY BOWEN

B John Lloyd CBE



The producer behind *Spitting Image*, *QI*, *Blackadder* and *The Hitchhiker's Guide To The Galaxy* steps out of the shadows with a barnstorming one-man show. After dinner the 'Professor of Ignorance' draws from his *Meaning Of Liff*, and explains why complaints to the BBC can sometimes be a jolly good thing.

B Michael Mosley



Michael's *5:2 Fast Diet* book has sold more than 1m copies in 32 countries; a new edition arrives in 2015, together with a new series of *Trust Me I'm A Doctor*. After dinner Michael reveals the acronyms hospital doctors used to scribble in patients' notes, like TUBE (Totally Unnecessary Breast Examination).

A Sue Perkins



Sue has glided from writing French & Saunders skits to conducting orchestras, getting the nation baking and exploring the Mekong river. 2015 brings a new chat show with Mel, and a new cast of contestants in the kitchen tent. After dinner Sue serves up a melange of historical, comical and culinary tales.

C Ian McMillan



Affectionately known as 'the Bard of Barnsley', Ian turns performance poetry into pure entertainment. Now living down south, he turns his hand to people and places in the news (and assembled guests) - with what one critic describes as the verbal gymnastics of Spike Milligan and the timing of Eric Morecombe.

C Paddy O'Connell



The Broadcasting House presenter entertains two million listeners every Sunday with an upbeat take on the news. A former Wall Street reporter (he once played Xbox against Bill Gates), Paddy now lectures wealthy Americans enjoying cultural tours of Britain. He sees at least *eight* reasons to be optimistic.

A Grayson Perry CBE



The Turner Prize winner, Reith Lecturer and author of *Playing To The Gallery* is known for his colourful wardrobe as much as his ceramics. Grayson describes the journey from confused student to entrepreneur and establishment figure, arguing that you should stick with your niche until the market catches up.

D Penny Mallory



The ex-rally champion acted as stunt driver for both Nicole and Papa in the Renault films. More recently she's faced her own fears in a boxing ring with gold medallist Nicola Adams. Penny compares cars to men and explains that if you're not crashing, you're really not trying hard enough.

C Dan Patterson



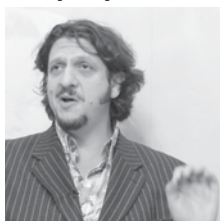
Dan created *Whose Line Is It Anyway?*, which he still produces for American TV. He's also the joint creator of *Mock The Week*. Dan invites audiences to scribble down their own ideas for television, with a prize for what he judges the most likely to get commissioned. In the process he shares his favourite gags.

C Eve Pollard OBE



Eve enjoyed a ringside seat as a First Lady of Fleet Street - mixing with heroes, villains, Presidents and Prime Ministers. 2015 sees her leading ITV coverage of the royal birth. Eve describes how one interview with Mrs Thatcher went for 28 minutes without her being able to ask a single question.

"Perfectly pitched, funny, interesting and enlightening"
NORTHAMPTONSHIRE ENTERPRISE ON PENNY MALLORY

C Jay Rayner

The Masterchef judge, critic and One Show reporter sees himself as 'a greedy man in a hungry world.' He also loves to slay sacred cows, like farmers' markets. After dinner Jay dispenses tips and draws on his one man show *My Dining Hell* – examining why we're all so keen to read lousy restaurant reviews.

C Janet Street Porter

Janet made her name as a young ground-breaking journalist, TV producer and presenter. She has been credited with inventing youth television – but she's also served as President of the Ramblers Association. After dinner Janet might explain why she refused to do make fiddly food on the cookery programme.

B Danny Wallace

With his book *Join Me*, Danny accidentally founded a cult in which members performed a random act of kindness every Friday. He followed up with *Yes Man*, which turned into the Jim Carey film. The writer and presenter regales audiences with true life tales from his latest project: *Awkward Situations For Men*.

B Gerald Scarfe

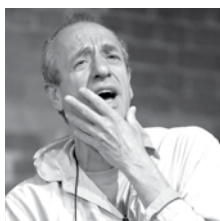
The celebrated Sunday Times cartoonist makes fun of political ambition, cock-ups and disaster in all its forms. Complete with film clips and cartoon images that recall each excruciating episode, Gerald admits the odd awkward moment: just how do you address someone you once depicted as a warthog?

A Alan Titchmarsh MBE DL

Alan has written 70 books, including 9 novels. After retracing the footsteps of Capability Brown he turns back to more modest surroundings with his latest TV series, *Love Your Garden*. After dinner Alan debunks horticultural myths, celebrates our countryside – and reveals what The Queen said about his onions.

C Justin Webb

Before he joined the Today programme Justin was the BBC's North America Editor. In speeches as in his *Notes On Them And Us*, he turns many a stereotype on its head. Justin also recalls a brief encounter with a presidential candidate: with no cash to hand, he had to fork out \$2.70 for the millionaire's sandwich.

D Arthur Smith

As a writer and comedian Arthur's credits stretch all the way from *My Summer With Des* and *Loose Ends* to *Grumpy Old Men* and his 'melodramatic' tribute to Leonard Cohen. After dinner the unofficial Mayor of Balham plays with his audience, recites an old poem and shares his favourite man-goes-to-doctor gags.

B Jeremy Vine

The pillar of the Radio 2 schedule and guardian of public opinion in *Points of View* is also the doyen of election graphics – and a masterful storyteller. After dinner he reveals how news items get to the screen, recalls run-ins with the high and mighty, and admits the one phrase he's too terrified to utter on air.

C Quentin Willson

2015 sees the ex-Top Gear presenter, columnist, TV format and vineyard owner team up with Jodie Kidd to drool over classic cars. Quentin is also behind the FairFuelUK campaign, which has helped stall £30bn in duty rises. He continues to deliver irreverent and shamelessly politically incorrect speeches.

“Wonderful and very natural – a true star!”

CARING HOMES GROUP ON JOANNA LUMLEY



TRAVELLERS' TALES

C Simon Calder



The travel writer and broadcaster has straddled the world, but always insists on paying his way. Perhaps that's why his favourite trip is the No.11 route from Liverpool Street to Camden. As you'd expect from a professional itinerant, Simon's topics span Aberdeen to Zanzibar, via budget airlines.

D Dave Cornthwaite



Dave is currently ploughing his way through a series of 25 expeditions. Each is at least 1000 miles, using a different non-motorised form of transport. Dave has paddle-boarded the Mississippi and skateboarded all the way from Perth to Brisbane. He might also admit to dating 100 women in 100 days.

B Sir Ranulph Fiennes OBE



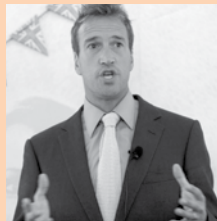
In 2015 Ran hopes to raise £1.6m for cancer care by becoming the oldest Ultra Marathon runner, at 71 – not long after conquering Everest. He is best known as the first man to reach both North and South Poles by foot. With bone dry wit, Ran lists the qualities he looks for in his expedition teams.

C Tim FitzHigham



In the long roll call of British eccentrics, Tim's record speaks for itself. He is the first man to row across the Channel in a bath, and has run the farthest across the plains of La Mancha in full armour. Tim explains why he challenged a comic to draw 2000 dots in the time it took him to cycle from London to Maidstone.

B Ben Fogle



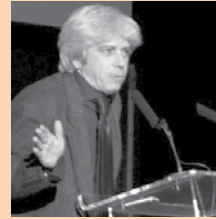
Since first grabbing headlines on *Castaway*, Ben has rowed an ocean with James Cracknell, survived for a month in Scott's hut and travelled across Botswana with Prince William. The 'accidental adventurer' has one big ambition remaining – to swim the Atlantic. His 2015 itinerary takes in Africa and Wales.

D Sean Langan



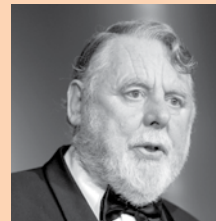
As described in *Hotel Taliban*, Sean was kidnapped while making a Channel 4 film and held hostage for months. They forced him at gunpoint to reveal the names of his children and threatened his translator; they also asked if Westerners could marry animals. Sean tells the story, with typical gallows humour.

A Francesco da Mosto (Italy)



Da Mosto have been a part of the fabric of Venice since the 5th century. A map marking one ancestor's discovery of the Cape Verde islands still hangs in the family palazzo. These days Francesco introduces TV viewers to Italian art and culture, after a cameo role explaining local history to Doctor Who.

C Terry Waite CBE



Terry spent 1760 days in captivity in Beirut. Twenty years later he's now campaigning for the release of today's hostages and kidnap victims. With spirit and humour intact, Terry shows that hardship can often be a source of strength; he also recalls how a guard unwittingly gave him a copy of *The Great Escape*.

C Levison Wood



The ex-Parachute Regiment officer uses his training in dangerous environments as a photojournalist. As shown in the C4 series, Lev trekked the length of the Nile to find out how its oldest communities survive. He describes the villagers who fish at night (without boats) in crocodile-infested waters.

“He inspired, motivated and humbled us in equal measure”

CREDIT SUISSE ON RAN FIENNES



JLA AUDIENCE

*Watching Andrew Marr being very well received by hardened motor trade people. Awesome.***C David Blunkett**

After a spell leading The People's Republic of South Yorkshire (as it was then known), David shunned the 'loony left' and ended up as Home Secretary. As he makes clear, there were both highs and lows – from The Queen offering to cut up his meat to Sarkozy claiming to have intercepted his emails.

B Alastair Campbell

Since helping New Labour to three victories Alastair has written about depression, taken a role in PR and overseen a landslide in Albania. He continues to bait the Daily Mail. After dinner he might admit to being rendered speechless by Prince Philip, and describe a curious encounter on Hampstead Heath.

C Sir Alan Duncan MP KCMG

The former oil trader, Tory moderniser and Minister for International Development is a popular panellist on Have I Got News For You. After dinner he shows why he's widely seen as the most anti-Establishment member of the Establishment. He might also reveal an uncanny talent for impressions.

C Lord (Daniel) Finkelstein OBE

Danny advised Hague and Major before he aligned himself with Cameron, Osborne and Gove. He now sits as a working Peer with special interest in urban regeneration. Still writing on politics (and football) for The Times, Danny makes sense of the battle lines after the General Election.

B John Humphrys

The formidable interviewer, author and Mastermind host is sometimes feared and often parodied for his tenacious approach to politicians on Today. He's also keen to expose their misuse of the English language. After dinner John invites guests to turn the tables and grill the inquisitor.

C Rt Hon Alan Johnson MP

The ex-postman, union leader, Home Secretary and (for a brief period) Shadow Chancellor claimed that politics was just a holding position until he became a rock'n'roll star. He's now a bestselling writer, with no desire to return to the front bench. Alan reveals how he saved the PM from a disastrous acronym.

A Andrew Marr

In election year Andrew continues to set the agenda interviewing the runners and riders on his weekend show. He's also delving into Churchill, painting and poetry. After dinner he looks at some of those who have made the weather, from Obama and Blair to Martina Navratilova and Keith Richards.

C Sir Christopher Meyer

Christopher served as British Ambassador to the US. He explains that life as 'Ambo' on Capitol Hill isn't just about crises. There were encounters with movie stars, travels to 48 states and receptions steeped in diplomatic protocol. He might also reveal his seven rules of successful negotiation.

B Andrew Neil

The politics presenter and Spectator chairman lives up to Wodehouse's saying about Scotsmen and rays of sunshine. He brings stories to life with a very wry humour. After sending up his Autocue skills Andrew offers an inside track on Westminster and the deals conjured up in what were once smoke-filled rooms.

"The 'Ask Alastair' cards worked a treat – only a true pro could pull that off"

PI ON ALASTAIR CAMPBELL

FEE BANDS **A A** £25,000+ **A** £10,000 - £25,000 **B** £5,000 - £10,000 **C** £2,500 - £5,000 **D** £1,000 - £2,500 **E** UP TO £1,000



D Isabel Oakeshott



The Sunday Times columnist is best known for the story that brought a halt to Chris Huhne's ministerial career. 2015 sees Isabel's long awaited biography of David Cameron, co-authored with Lord Ashcroft. As the election comes and goes, she uncovers the plots to topple each of the party leaders.

D John Pienaar



A veteran of the Westminster beat, the Radio 5 Live presenter thinks cynicism can be a waste of energy: assume politicians are attempting to say something useful - but listen very, very carefully. He speculates on what might happen if we were to select the next government by means of reality television.

D Steve Richards



The Independent's Chief Political Commentator is also a willing impressionist. His Rock'n'Roll Politics show has become a fixture at the Edinburgh Fringe; in 2015 he takes it on tour. The difference between Steve and a stand-up poking fun at Westminster is that he actually knows the people concerned.

B Matthew Parris



The former Tory MP and parliamentary sketchwriter has also attempted to survive on benefits and led an expedition across the Sahara. After dinner Matthew delivers an end-of-term report on the 2010 coalition: "Government proved a nightmare for the Lib Dems, but it's the nightmare they always wanted."

B Michael Portillo



As well as cosying up to the opposition on the late night TV sofa, 2015 brings more trademark railway journeys. The ex-Conservative Cabinet Minister also weighs in to the debate in radio's Moral Maze. After dinner Michael confesses that he often has problems with today's politicians.

A Nick Robinson



Nick guides the nation through each political twist and turn with a ready wit and piercing insight. After dinner he might reveal why David Cameron sent him a note signed 'Yours, Cucumber' - or how a former Bank of England Governor's shopping trip to Truro very nearly caused a major currency crisis.

A Jeremy Paxman



Jeremy presented BBC Breakfast Time and reported for Panorama, but he'll always be best known as the feared interrogator on Newsnight. In 2015 he hosts C4's election night and writes for the FT. In speeches Jeremy admits to admiring some of his victims, and muses on *pogonophobia* and underpants.

C Sir David Reddaway KCMG MBE

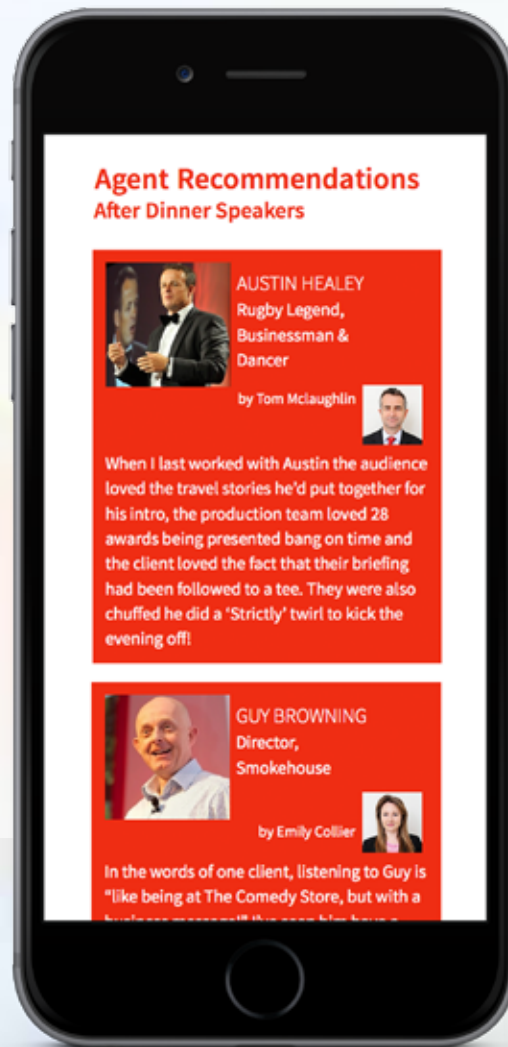


David led British missions in Turkey, Iran, Ireland and Canada. He's ridden in a stampede, organised Royal visits and beaten the PM (deliberately narrowly) at ping pong in the course of duty. With natural comic timing David reveals the glorious absurdities of life as a diplomat - often involving culture clashes.



"Insightful, candid and witty - just the tone we wanted to create"

NATIONAL HOUSING FEDERATION ON ISABEL OAKESHOTT

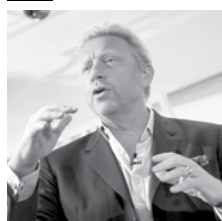


A Clare Balding OBE



Clare is the First Lady of TV sport. The ex-champion jockey fronts Royal Ascot and Cheltenham, joins the team at Wimbledon and hosts BT's sports chat show. She's also preparing for the Paralympics at Rio 2016. Clare pokes behind the back page headlines, shares insights and reveals her own highs and lows.

A A Boris Becker



Boris Becker is still the youngest ever Men's Singles champion at Wimbledon. He amassed 49 titles in all, including 6 Grand Slams. Boris shares his experiences as a World No.1 and an entrepreneur. He might also shed light on his latest challenge – as head coach to the Serbian star Novak Djokovic.

D Glenn Catley



The former world super-middleweight champion is now both a television pundit and a hypnotherapist, helping young people back into work. After dinner he talks about coming face to face with a man who wants to render you unconscious. He also explains why he failed to hypnotise himself.

A Lord (Seb) Coe KBE



Before he dreamt of bringing the Games to London, Seb scooped two Olympic golds and held records at four distances. After dinner he recalls the old rivalry with Ovett (and his time on the campaign trail with William Hague) – before revealing the secrets of the greatest sporting event Britain has ever staged.

C Andrew Cotter



The voice of the Boat Race is much better known for covering the major golf and rugby tournaments. He describes encounters with stars, reveals some pitfalls of commentating on Olympic weightlifting contests and, when pressed, offers an uncanny impression of Colin Montgomerie.

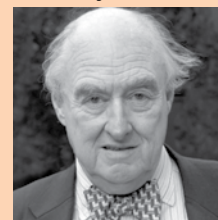
B James Cracknell OBE



After his partnership with Matt Pinsent, the double Olympic champion teamed up with Ben Fogle for a series of adventures. They rowed across the Atlantic and raced to the South Pole, before James was very nearly killed by a truck while cycling across America. He's now happy to pursue a career in politics.

VETERAN BROADCASTERS

D Henry Blofeld OBE



After 40 years with TMS, Blowers is a commentary box legend. He claims half his listeners are women. After dinner he might relive that moment when he found himself in a hotel corridor covered only in a small paper doily, or explain how a cricket match is just like a symphony.

D Garry Richardson



The Sportsweek anchor is also the longest serving presenter on Radio 4's Today programme, and one of the funniest speakers on the circuit. After dinner he might touch on his chequered record as a tipster, the banter with David Cameron or the spontaneous interviews when rain affected play at Wimbledon.

C Steve Rider

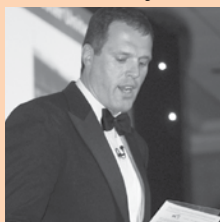


Steve has anchored coverage of golf, Formula One, football, rowing and rugby. His brief now embraces touring car racing and Goodwood Revival. When he isn't working on his handicap, Steve talks about the pitfalls of live broadcasting (with a dodgy Autocue) and the perils of different time zones.

"10/10 - he couldn't have been better"

T. ROWE PRICE ON SEB COE

AFTER DINNER RUGBY

C Martin Bayfield

Martin has progressed from copper to Crimewatch presenter. In between times he enjoyed a successful career as a rugby forward, earning 31 international caps. With natural comic timing, the 6'10" colossus compares his own sport to football, and reveals the part he played in the Harry Potter phenomenon.

B Austin Healey

Always adaptable on the rugby field, Austin's range now extends all the way from paso doble to punditry on BT Sport and a range of business interests. After dinner he reveals how he keeps up his energy levels, lifts the lid on Woodward's pep-talks and describes the pressure of touring – with Strictly.

C Brian Moore

When he wasn't practising litigation, Brian won 64 England caps and the Player of the Year crown. Well known for reciting Henry V before a match, he went on to write *The Thoughts Of Chairman Moore*. After dinner the former hooker (and qualified manicurist) mixes dressing room tales with tips on teamwork.

C John Inverdale

John has reported on the action at seven Olympics, countless Open Championships and Grand Nationals. 2015 brings his 30th Wimbledon and a long-awaited Rugby World Cup on home soil. Away from the mic John fulfils his responsibilities as a Director of Esher rugby club and a diehard Lincoln City supporter.

D Ian Robertson

As a schoolmaster Ian taught Tony Blair to read. He is now one of the most recognisable voices in rugby. In summer Ian masquerades as a racing expert, and owns bits of some remarkably slow horses. He might also mention his week in Hollywood with Elizabeth Taylor (while writing Richard Burton's biography).



“Exactly to brief - he was charming, funny and great company”

AVNET ABACUS ON MARTIN BAYFIELD



JLA AUDIENCE
Great speech at @Airmic dinner from
Gabby Logan - high energy, good
stories, very refreshing!

B Steve Cram CBE



The Jarrow Arrow was a track legend at 1500m and 2000m. He's since become a polished commentator, served as Britain's Olympics athletics representative and founded the Marathon of the North. 2015 sees him report on the World Championships in Beijing. Steve offers his account of a golden era.

A Gabby Logan



The former gymnast has written for The Times and performed stand-up for Comic Relief. 2015 sees her focus on rugby, athletics and charity darts. As well as a stream of sporting gags, Gabby offers a tip for any other parents present: "What do you do when kids give you a guilty trip? Make them feel guilty back!"

B Barry McGuigan MBE



The Irish-born featherweight and PBA Chairman is one of our most enduringly popular sportsmen. He's now a seasoned commentator, and a very successful manager. Alongside world champion Carl Frampton, Barry has high hopes for his young prospect Conrad Cummings in 2015.

C Hazel Irvine



Hazel was the youngest ever Grandstand presenter. She's since become the first female anchor at a golf major: 2015 brings trips to St Andrews and Augusta. After dinner Hazel recalls her impromptu interviews with Pavarotti (about his love of showjumping) and Seve, who wanted to be remembered as an artist.

B AP McCoy OBE (Q&A)



The first jockey to be Sports Personality of the Year, Tony rode winners in the Gold Cup, Champion Hurdle and Grand National. In all he has over 4,000 wins under his belt. Now President of the PJA, Tony talks about the big moments – and the chilling fact that he's broken hundreds of bones along the way.

C Lee McKenzie



Aside from equestrian duties in the Commonwealth Games, Lee is more often found in the Formula One pit lane. She has made four racing drivers cry (mostly for positive reasons), earned a co-driver place in the World Rally Championship and competed alongside Michael Schumacher in a rodeo tournament.

B Kevin Keegan OBE



In an illustrious career Kevin made 321 appearances for Liverpool, and both captained and managed the national side. He also felt the lure of Hamburg and Newcastle (on many occasions) – and influenced the hairstyles of a generation. Kevin can entertain and inspire any audience, not just football fans.

A Paul McGinley



Paul is the first Irishman to captain the Europeans in the Ryder Cup, and the only player to have won the trophy in each of three appearances. In speeches he describes the pressure to select the right team and keep your tactical head at the height of battle. All they have to do now is defend the title. Again.

C Geoff Miller



As National Selector, Geoff oversaw a golden era for England cricket, including successive Ashes victories. He's now President of Derbyshire Cricket Club. With unswerving comic timing Geoff is modest about his own abilities on the field of play: "In all I dropped 627 catches, two of which were difficult."

C Ray Parlour

Ray earned League, FA Cup and UEFA Cup Winners' medals. He still plays for Arsenal Legends, as well as running a pub in Essex and co-hosting on talkSPORT. After dinner Ray talks affectionately about Wenger (aka Inspector Clouseau after getting caught up in a goal net), who now lets him drink what he likes.

D Graham Poll

The former World Cup ref is now a sales director for an IT recruitment company. For after dinner guests Graham focuses on the challenge of controlling 22 young millionaires running around a field. Despite the ruling that makes referees right even if they're wrong, he *might* refer to the Croatia game.

B Stubbs & Lawrenson

Ray and Mark are renowned for the way they bring the big football stories to life. The former Tranmere Rovers apprentice and darts aficionado is joined by the ex-Liverpool and Ireland defender to chew over the latest locker room gossip. They're also happy to field all manner of questions from the floor.

D James Pearce

As a BBC sports correspondent James covered every step of the Olympic journey. He has since been hired by the FA to improve the communication skills of all England players and management. We might never again hear the words "It was only a yard away from being an inch-perfect pass." Maybe.

B Greg Rusedski

Greg was born to a British mother and a German-Canadian father of Polish-Ukrainian descent. Once the world's fastest server (at 149 mph), he won the ATP Masters, defeated Pete Sampras and went on to win the Sports Personality of the Year award and marry a Wimbledon ball-girl.

B Graeme Swann (Q&A)

Graeme was a key member of the England Test side that claimed world No.1 status. Injury subsequently cut his career short, during the Australia whitewash. The off spinner turned summariser is still lead singer with Dr Comfort and his Lurid Revelations. In Q&A he shares the secrets of sledging.

A Sir Matthew Pinsent CBE

The four-time Olympic champion oarsman has now become a polished presenter. After dinner Matt lets guests get their hands on his medals. With ready wit he recalls the punishing training regime, their need to adapt to circumstances and the sheer exhilaration of beating world class crews.

B Graeme Le Saux

Graeme studied environmental science then signed to Chelsea – winning FA Cup, League and European honours. He's since taken to commentating for NBC and dispensing specialist advice for a private bank – travelling with the PM on a trade mission to China. Graeme reveals the true business of football.

C Dan Walker

Dan was always a favourite of Alex Ferguson, which explains how the Football Focus presenter picked up snippets Fergie didn't quite mean to share. He's now published *Dan Walker's Football Thronkersaurus* – a collection of bizarre but true tales. Is it really good luck to sacrifice a lizard before a big match?

“Great stories”

ACCENTURE ON GRAHAM POLL



PAUL MCGINLEY

"Very enthusiastic and engaging"
ST JAMES'S PLACE

AFTER DINNER SPEAKERS AFTER DINNER BUSINESS

 JLA AUDIENCE
Lots of entrepreneurial energy from
Rachel Bridge at @SPEEDPlusWLV
conference

C Steve Bee



Steve published the world's first comic book about pensions. A highly respected industry specialist, he's also a hilarious, deadpan speaker. He pours scorn on some of the ludicrous and often arbitrary rules that affect us all – but he can't help bemoaning the fact that he has devoted his life to the subject.

C BJ Cunningham



Finding himself £1m in debt after his first venture failed, BJ launched Death cigarettes. The brand was founded on a deadly honest marketing proposition, a great business opportunity and a good wheeze. As he explains, things progressed smoothly until he fell foul of the European Court of Justice.

B Tim Harford



The Financial Times writer, Undercover Economist and presenter of Radio 4's More or Less is first and foremost a remarkable storyteller. Drawing on his cult column, Tim provides a behavioural economist's slant on love, sex, death and tax evasion. He might also mention big data and odd socks.

D Rachel Bridge



2015 sees the Sunday Telegraph columnist, personal development enthusiast and entrepreneur-watcher publish *How To Live A Life Less Ordinary*. She takes the lessons learned, myths dispelled and mistakes made, and weaves an entertaining look at how (in theory) anyone can make a million by lunchtime.

A Hilary Devey



Long before she became a dragon, Hilary saw it was difficult to move small packages of palletised freight. She worked out a solution, sold her home to finance it and now distributes 10,000 pallets daily across the UK and 38 other countries. Her stories live up to the title she chose for her book: *Bold As Brass*.

B Nick Hewer



Cajoled into an onscreen role by his friend Sugar in a "vaguely muscular" fashion, Nick's raised eyebrow spoke volumes on *The Apprentice*. After putting off his own retirement, Nick has encouraged others of a certain age in *The Town That Never Retired*. He also lends a calm authority to *Countdown*.

C Guy Browning



In 2015 the Sunday Times cartoonist, business author and *Smoke & Mirrors* columnist sees the anniversary of Magna Carta as the perfect excuse for him to pen a tongue-in-cheek British Constitution. After dinner Guy lives up to his billing as the David Attenborough of the corporate jungle – with hilarious results.

B Lord (Michael) Grade CBE



Michael has run the BBC, ITV and Channel 4, where he bought in *Friends*, *Frasier* and *ER*. He now heads the Pinewood group – home to *Star Wars* and *Bond*. After dinner Michael talks about the deals, from his agenting days to running the big networks, with the same comic timing as the stars he's helped create.

C Simon Jack



After an early career in investment banking, Simon now gives listeners their first dose of business news on the *Today* programme. After dinner he considers what you can tell from interviewees' body language, and explains how dealing with the markets can be just like dealing with children. Or drug addicts.

"A great balance of humour, charisma and business"

INCISIVE MEDIA ON BJ CUNNINGHAM

FEE BANDS **A** £25,000+ **A** £10,000 - £25,000 **B** £5,000 - £10,000 **C** £2,500 - £5,000 **D** £1,000 - £2,500 **E** UP TO £1,000

B Lord (Digby) Jones



The former CBI Director General bestrides the globe as a champion of British business. He's also followed in the footsteps of Harvey-Jones and Robinson as a TV Troubleshooter. After dinner Digby hopes not to repeat his experience in Beijing, when an interpreter instructed guests to laugh – *before* the punchline.

B Steph McGovern



Steph has progressed from Black & Decker engineer to BBC Breakfast business reporter and co-presenter. In the process she's learned about lean production, explained monetary and economic policy to viewers, danced an impromptu Irish jig live on air – and been mistaken for a prostitute in Grimsby Fish Market.

B Rory Sutherland



Ogilvy's Executive Creative Director once suggested to Microsoft that they enable people to share office documents on the internet. The idea was dismissed. With a sharp wit Rory uncovers how potatoes were rebranded by Friedrich The Great, and why he has no problem playing with our value system.

B Lucy Kellaway



In *Sense & Nonsense* the Financial Times columnist laid into those who seem to worship every new fad and theory that comes along. She then captured the joys of email culture in *Who Moved My Blackberry?* After dinner Lucy lets loose on management jargon, and wonders if pessimism can be good for business.

D Jonathan Manley



Even though he's Harrods' IT Director, after a string of similar C-level roles, Jonathan isn't especially keen on technology or any idea involving a lower case 'e.' With wonderfully dry wit he encourages all bosses to accept that the only really good ideas are their own. He might also say a word or two about plumage.

D Martin Vander Weyer



Martin started life an investment banker in London, Brussels and the Far East. He now covers business for The Spectator, where he is affectionately known as Mr Cheerful: "I insist on accentuating the positive. If it was delusion that got us into this mess, it will be delusion that gets us out of it again."

B Martin McCourt



Martin served as Chief Executive of Dyson. Even as recession took hold, company turnover doubled and profits trebled. Martin explains how they made a splash in the US market, by *agreeing* with Hoover's anti-Dyson campaign! It produced acres of positive press coverage.

C Jeffrey Robinson



Jeffrey has been hailed by bankers as the world's most important financial crime journalist. His latest book reveals "the naked truth" about Bitcoin. With trademark New York humour, Jeffrey shows we can learn from organised crime. He might also confess to writing a novel in the name of Donald Trump.

B Ellis Watson



Before taking over the helm at DC Thomson and a spell as Simon Cowell's CEO, Ellis travelled the globe selling the rights to Who Wants to be a Millionaire? After dinner he reveals how Columbia's Information Minister insisted on hosting the show himself, giving certain female contestants a helping hand.

"Funny and business-like in just the right spirit"

IOD NORTH EAST ON STEPH MCGOVERN

AFTER DINNER SPEAKERS AFTER DINNER GAMES

D Nigel Barden



MIXOLOGY

Nigel started out as a wine merchant before turning himself into a food and drink critic (and a part-time rugby commentator). The same enthusiasm led him to the Edinburgh Fringe with a theatrical mission to make sherry trendy. For corporate gatherings Nigel offers a more spirited alternative to wine tastings – using gin, vodka, rum or whisky. Guests also learn to make a perfect Mojito, Martini or Cosmopolitan.

C Jeremy Dale



GOLF DAY

Jeremy was a talented right-handed golfer when he decided to turn pro. Just for fun a few years later he took a left-handed swing and found out that he was naturally ambidextrous. He's now the best trick-shot merchant in the game. On company golf days Jeremy gives a 40 minute show and a short clinic before the round, then plays a hole with each group – inviting everyone to try a trick shot off the tee. Jeremy's also a polished auctioneer and a very funny speaker.

D Eric Knowles



ANTIQUES CHALLENGE

The Bonhams director and BBC Antiques Roadshow expert passes around a number of unfamiliar objects and invites guests to estimate their age, use, country of origin and potential saleroom value. Eric is just as comfortable with small groups or large gatherings – with tables playing as teams combining novices and antiques enthusiasts. Whatever their nationality or level of knowledge, every participant will find it a hugely entertaining and enriching experience.

C Caspar Berry



POKER SCHOOL

Even if one or two guests start off not recognising a flush or a full house, the former actor and Las Vegas poker pro will soon acquaint them with all the whys and wherefores you need to outwit your opponents at Texas Hold 'Em. With each player given the same value of chips, Caspar and his London casino-trained croupiers make sure everyone has a chance to take the pot. Some become more risk-averse as the ante increases; others bluff their way to untold riches.

A Ainsley Harriott



READY STEADY COOK

Ainsley started out as a West End commis chef, but then decided to pursue his dream with a cabaret act called The Calypso Twins. He soon went back to the kitchen, but never lost his passion for entertaining – as he proved on Ready Steady Cook. 2015 sees him travel the world in Ainsley Hits The Streets. With full audience participation, the larger-than-life showman demonstrates what you can do with the ingredients of your choice – then puts it to the vote.

A A Reeves & Mortimer



SHOOTING STARS

Vic Reeves and Bob Mortimer recreate the anarchic panel show for the conference stage. Four audience members are selected to face bizarre questions, club singing, The Dove From Above and the indignity of the final challenge. It's unashamedly silly, strangely entertaining and perfect for breaking all the rules – pitting department or management teams against each other. Vic and Bob (who thankfully own the rights) provide bespoke questions.

“Fantastic – he hit exactly the right mark”
SOCIETY FOR UNDERWATER TECHNOLOGY ON CASPAR BERRY

COMEDY, MUSIC & ENTERTAINMENT

- 114 STAND UP COMEDY
- 127 COMEDY MUSIC
- 128 MAGIC & VISUAL
VOCALISTS
- 131 JAZZ / SWING / SOUL / R&B
- 132 CONTEMPORARY ARTISTS
- 136 OPERA / CROSSOVER / CHOIRS / ACAPPELLA
- 137 MUSICAL THEATRE / SPECTACLES
- 138 DANCE & PHYSICAL PERFORMANCE
- 140 INSTRUMENTAL & ORCHESTRAL
- 142 DANCE BANDS
- 145 DJs



JLA AUDIENCE
@jlaLIVE stunning stage,
great line up.... waiting
excitedly!



JLA AUDIENCE
Great line up @jlaLIVE
Jimmy McGhie best so far



JLA AUDIENCE
An evening of non-stop
laughter. It's hard to
choose a favourite from
tonight's show. Great
evening #rvs2014



JLA AUDIENCE
Top job Al Murray, you truly
are the Guv #rvs2014



JLA AUDIENCE
At The Real Variety Show!
Laughing so much my sides
hurt! @#rvs2014



JLA AUDIENCE
iTunes festival last night
and @jlaLIVE tonight.
London showing what is
has to offer and all for free!



JLA AUDIENCE
Loving #rvs2014 -
Circulus are incredible!



JLA AUDIENCE
Rob Deering - the most diverse
comedian I've seen in ages.
Who's ready to learn the
'coffee' song? Thanks @jlaLIVE

NISH KUMAR

AT JLA'S REAL VARIETY SHOW

B Stephen K Amos



Stephen made a big impact with his first sketch and stand-up TV show. He's since published his life story: *I Used To Say My Mother Was Shirley Bassey*. 2015 brings new What Does The K Stand For? on Radio 4. Often teasing his audience, Stephen's live act has been described as 'one long giggling interaction.'

A A John Bishop



The Liverpoolian has become one of the country's biggest draws, with his down-to-earth charm and a smiling take on family life. After winning a gong at GQ's Men of the Year awards and cycling the length of Australia's Gold Coast, 2015 sees more travelogue and a Supersonic night at the Albert Hall.

A Rory Bremner



Britain's most celebrated impressionist continues to parody the foibles, cock-ups, excesses and excuses of the Great and Good. After making his acting debut in the West End, working on operas and musing on Scottish Independence, election year promises new material to skewer our favourite politicians.

D Dane Baptiste



With a set full of one-liners, Dane has been tipped by both Guardian and Independent critics as one to watch in 2015. He tells of the hardships of being an 80s baby (before you could pause TV), and the sheer tedium of living in a stable family when your friends are 'rewarded' by divorced, guilt-ridden parents.

D Joe Bor



Joe frequently warms up for the likes of Alan Carr, Graham Norton and Mock The Week. He's likeable, chatty and self-deprecating – whether discussing his fascination with "poshies," the challenge of talking about your marriage to a 7-year old, or the question of whether or not Chinese Whispers is racist.

A Kevin Bridges



The affable Scot sells out stadium shows in hours, earning his place among the biggest new names in comedy. TV credits include Have I Got News For You, Mock The Week and Live At The Apollo. In cabaret Kevin muses on sport, career choices and the natural talents of his fellow Glaswegians.

B Rob Beckett



Rob came to stand-up from the event industry. The Times' critic believes 'he already has the confidence of a veteran.' He's toured with Russell Kane, become a regular on panel shows, co-hosted from the jungle and appeared in Fresh Meat and Live At The Apollo. Rob continues his weekly slot on Absolute Radio.

A Frankie Boyle



With his trademark rapid fire delivery, Frankie mixes piercing observations with topical gags. One Scottish paper describes him as 'sharp as the jaggiest jaggy bit of a thistle.' After making his name fabricating news stories on Mock The Week, then experimenting with Tramadol Nights, Frankie's back on the circuit.

B Marcus Brigstocke



The Telegraph describe Marcus as 'a rare stand-up who makes you laugh and think.' After hanging up his crown as King Arthur in Spamalot, he's back as the friendly questioner in I've Never Seen Star Wars and in Radio 4's Brig Society. Marcus is also a regular guest on Have I Got News and QI.

"A resounding success"
 BAE SYSTEMS ON SEAN COLLINS



JLA AUDIENCE
*I'm not the biggest fan of ventriloquists
but Nina Conti was BRILLIANT at last
night's #dadiawards*

C Doc Brown



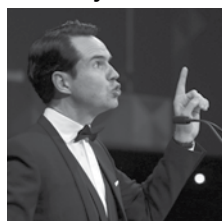
As a rapper, Doc (aka Ben Smith, brother of novelist Zadie) has worked with Mark Ronson and De La Soul - and Ricky Gervais. As an actor he plays a young DC in Law & Order UK. As a comic he works his rhythmic skills and material on family and London life into a brilliantly worked routine.

B Ed Byrne



The Independent describe Ed as 'comic gold.' 2015 sees him team up with his best friend - encountering gangsters, wrestlers and transvestites en route south from Alaska in Dara & Ed's Pan Am Adventure. He's also set to resume duties as the most frequent guest panellist on Mock The Week.

A Jimmy Carr



The straight-faced quizmaster returns in 2015 with the hybrid 8 Out Of 10 Cats Does Countdown. He is also extending the Funny Business tour - and taking an international version to Serbia and Sweden. Since Jimmy opted out of a career in marketing, he's sold over a million DVDs packed with quick-fire gags.

C Des Clarke



Des performed to a quarter of a million spectators at Glasgow's Commonwealth Games, and presented the Closing Ceremony. In cabaret the Radio Scotland breakfast host and sports reporter comes out with a hilarious stream of half-formed sentences, mixing surreal one-liners with spine-tingling wordplay.

C Alun Cochrane



Managing to be both dour and upbeat at the same time, Alun shares his opinions on sat-nav devices, air fresheners and the etiquette of sharing a packet of crisps. As well as his regular Absolute Radio podcasts with Frank Skinner (who affectionately refers to him as The Cockerel), 2015 sees Alun tour in Me Neither.

D Sean Collins



With his characteristic gravelly Canadian drawl, Sean takes a look at everyday life in his adoptive country. To Chortle he's 'a master of the art of the digression without ever losing a thread.' He was also the stand out act at JLA's 2013 Real Variety Show. TV credits include Michael McIntyre's Comedy Roadshow.

B Nina Conti



The ventriloquist and her friends charm audiences on both sides of the water. As her monkey describes it, they're 'genre-defying'; to Mirror, she's a 'genius.' After the sitcom Family Tree, 2015 brings a new TV vehicle. Corporate shows often include Lydia and a mask wearing volunteer from the audience.

C Hal Cruttenden



Hal is unashamedly suburban, teetering on the edge of a mid-life crisis. According one critic, 'he takes the personal and the ridiculous, then whizzes them into a delicious comedy smoothie.' 2015 sees Hal play the house husband in a new Radio 4 sitcom and toy with stereotypes in Britain vs The Rest Of The World.

B Jon Culshaw



With a remarkable ability to conjure up voices from politics, showbiz and sport, Jon can respond on the spot to virtually any audience request - from Brian Cox to Nigel Farage. Election year brings numerous opportunities for the Dead Ringers star to play with his collection of over 350 impressions.

"Everybody was astounded with his repertoire of voices"

ACCA CYMRU ON JON CULSHAW



NINA CONTI

"Excellent! We've received amazing feedback"

ALLEN & OVERY



GARY DELANEY

AT JLA'S REAL VARIETY SHOW



A Greg Davies



The Inbetweeners' Mr Gilbert (and former teacher) is now a fixture on everything from Mock The Week to Would I Lie To You? As well as his sitcom roles in Cuckoo and Man Down, he's now devising dastardly tasks on a new quiz for Dave. In his live set Greg lists the pros and cons of being exceedingly tall.

D Alex Edelman



Alex learned his craft on New York's comedy circuit. He's since moved to the UK and won Best Newcomer at Edinburgh with his Millennial show – full of smart observations, Jewish gags and Generation Y stories. To The Guardian Alex is 'a charismatic, prickly young Seinfeld with a big future.'

C Matt Forde



Matt specialises in *pro-politics* comedy. The former special advisor turns the dark art into entertainment – complete with an uncanny impression of Miliband. To The Guardian, he's 'certain to ruffle the feathers of the right-on brigade.' In election year Matt takes to the stage with 24 Hour Political Party People.

C Gary Delaney



Gary wrote material for shows like 8 Out Of 10 Cats and A League Of Their Own before he stepped into the spotlight on Mock The Week. Infusing deadpan delivery with the cheek of a schoolboy, the double Sony Award-winner has become one of the finest one-liner merchants in comedy.

C Simon Evans



Simon is a regular guest on Radio 4's News Quiz and The Unbelievable Truth. He also explores the funny aspects of economics in Simon Goes To Market. With unstinting sarcasm and exquisitely timed put-downs, he targets a whole herd of sacred cows – including the joys of parenthood.

A Rhod Gilbert



Since trying to answer all the questions in his own panel show, the Welsh comic has gone off in search of work experience – trying his hand as a butler and a bin man. He's also toured every inch of the UK as The Man With The Flaming Battenberg Tattoo. Rhod holds the reins on Never Mind The Buzzcocks.

A Omid Djalili



Omid prides himself on being our funniest Iranian comedian. Aside from the ads he's appeared in 25 movies and infiltrated the US market by posing as The Infidel. Counting Bill Clinton and Prince Charles among his keenest fans, Omid's cabaret routine is a masterclass in infectious comedy.

A A Micky Flanagan



Micky's tales of the journey from East End 'erbert to reluctant middle class sophisticate have transformed him from painter and decorator to jobbing comic to headline star. He now sells out arenas and can boast television credits stretching from I Love My Country to The Royal Variety Performance.

B Rich Hall



The caustic American has TV credits from Saturday Night Live to The David Letterman Show, and from QI to Stand Up For The Week. Distinctly craggy and seemingly bewildered by the world, Rich picks out some differences between Brits and our American cousins – paying fulsome tribute to the Royals.



JLA AUDIENCE
*Loving Miles Jupp on dishwasher
stacking and the PM's love of pasties
at #AD2014*

A Adam Hills



According to The Scotsman, 'if Prozac was human it would be Adam Hills.' He brought the same energy to C4's Paralympic show. The beaming Aussie comic hosted a primetime chat show back home but keeps returning to the UK for The Last Leg – spreading his contagiously positive outlook.

B Milton Jones



Aside from Mock The Week, Milton dishes up more deliciously surreal comedy for Radio 4. 2015 sees him pilot a new sitcom and touring The Temple Of Daft. The gold Sony Award-winner tickles audiences with a stream of puns, and helpful advice should you find yourself being chased by a dog.

B Miles Jupp



Miles' TV credits extend from Balamory and Rev. to Have I Got News For You. In 2015 he moves to BBC4 as minor cookery writer Damien Trench, and stars in the National Theatre's Rules For Living. In cabaret Miles looks at the world, in particular the English regions, with utter incomprehension.

B Russell Kane



Within a few years of scooping Edinburgh's biggest award, Russell had two new BBC3 series to his credit: Live At The Electric and Unzipped. He's since turned to Staying In With Greg & Russell, written his debut novel and performed at 30,000 ft for Virgin. He was especially proud to join the "wry-high club."

D Nish Kumar



Nish has already enjoyed sell-out runs at Edinburgh. The Times hails his 'ingenious look at identity' – but he just sees it as "having the voice of Downton and the face of Homeland." In 2015 Nish embarks on the first solo tour of India by a British comedian; he also joins the panel on Sweat The Small Stuff.

B Fred MacAulay



Fred ran away from accountancy before it was too late, turning into one of the most polished comedy talents in the country and a popular presenter on Radio Scotland. He's now a regular on a raft of TV and radio panel games. 2015 credits include R4's Bridget Christie Minds The Gap.

D Jimmy McGhie



Jimmy mixes a sunny disposition with bemusement at much of the modern world, especially technology and the revival of the handlebar moustache. Since warming up for Loose Women, Jimmy's onscreen TV credits include Russell Howard's Good News. He also stormed the 2014 Real Variety Show.

A A Michael McIntyre



The 2007 Real Variety Show discovery has become one of the biggest-selling comedy turns of all time, hosting the long-running TV Roadshow. In 2015, as The Queen becomes our longest-reigning monarch, Michael tours arenas (with warm-up dates in little theatres) in Happy & Glorious.

A Jason Manford



Jason has presented peak time ITV shows including Comedy Rocks and Show Me The Funny, appeared in the West End in Sweeney Todd, and sold out the O2. 2015 sees him play Leo in The Producers. Jason's set mixes perfectly crafted observations and traditional, warm-hearted Mancunian banter.

"Impeccable delivery and timing"

PAM AWARDS ON FRED MACAULAY

FEE BANDS **A A** £25,000+ **A** £10,000 - £25,000 **B** £5,000 - £10,000 **C** £2,500 - £5,000 **D** £1,000 - £2,500 **E** UP TO £1,000

BOB MONKHOUSE / FRANKIE BOYLE / BILL BAILEY / TIM MINCHIN / MEERA SYAL / JIAN HISLOP / MICHAEL MCINTYRE / STEPHEN FRY / LIZA MINNELLI



JLA 25 YEARS OF DELIVERING & DISCOVERING TALENT



JIMMY MCGHIE

"We loved how he adapted his jokes to the room"

NOA

D Bob Mills



Bob's list of credits extends from Win Lose Or Draw and In Bed With McDinner to producing drama with Julie Walters and writing the Northern Lights series. He's since become a regular guest on The News Quiz and 5 Live's Fighting Talk. Onstage Bob's a seasoned compere and a naturally cheeky stand-up.

C Patrick Monahan



The only Irish-Iranian-Geordie on the comedy circuit, Patrick's blend of improv and storytelling gave him a sizeable fan base even before his triumphant run on Show Me The Funny. According to a Standard critic, 'Monahan has a sort of Tiggerish energy that could power the national grid.'

D Ian Moore



With a healthy contempt for any form of exertion, Ian's French has barely improved since he decided to set up home there. In 2015 he completes a trilogy of stories about the challenges facing an English 'mod' in the Loire valley – but he frequently sneaks home for comedy gigs and appearances on Fighting Talk.

A Al Murray



As The Pub Landlord, Al's won Perrier and British Comedy Awards, compered Live At The Apollo and starred in the sitcom Time Gentlemen, Please. He's also produced a bestselling *Book of Common Sense*. In 2015 England's favourite landlord celebrates 20 years "at the lager top" in One Man, One Guvnor.

A A Ross Noble



The Sunday Times describe Ross as a 'free-form jazz maestro of comedy.' He can weave a show from the barest details of his audience's lives. With a fan base stretching to Australia, the Just A Minute favourite recorded the first Twitter-powered travelogue; his followers decided every step of the journey.

D Ben Norris



The Comedy Store regular has gone from warm-up to panellist on Mock The Week. He's also supported Ed Byrne on tour. Ben combines blokeish charm with scathing observations and beat poetry about being both middle-aged and middle class. Becoming a dad to triplets has thrown up considerable challenges.

A Dara O Briain



After Stargazing, Science Club and an historic road trip from Alaska to South America, the theoretical physics graduate presides over Mock The Week and The Apprentice...You're Fired. In 2015 Dara extends his Crowd Tickler tour, without the ventilation gags.

(Watch Dara's interview at jla.co.uk for an explanation.)

A Ardal O'Hanlon



Ardal hosted The Stand Up Show, which brought a new breed of comics to mainstream audiences. As a live performer his own style is closer to Father Ted than My Hero; he's charmed crowds from Australia to Holland. 2015 sees Ardal star in C4's Cucumber, Sky's After Hours and Radio 4's Best Laid Plans.

C Sara Pascoe



Sara played ditsy PR Coco in the hit Olympic sitcom Twenty Twelve. Both actor and stand-up, her credits stretch from Live At The Apollo to The Thick Of It via Frankie Boyle's Referendum Autopsy. 2015 brings an extension of her Sara Pascoe vs History show, hailed by one critic as 'always clever, sometimes exquisite.'

G Lucy Porter

The feel-good comic is a regular on Mock The Week, HIGNFY and The Unbelievable Truth. She also swept to victory in Celebrity Mastermind. As a writer, Lucy has transformed Helen Mirren and Judi Dench into mouthy Croydon girls, and reinvented Mugabe as a West Country farmer.

B Chris Ramsey

Chris toured the UK as The Most Dangerous Man On Saturday Morning Television – although he's better known as the cheery Jack in Hebburn. In his cabaret set Chris dishes up playful observations on anything from the joys of YouTube and American tourists, to stag parties in his native South Shields.

B Romesh Ranganathan

Romesh has graduated from Maths teacher to the Best Newcomer shortlist at Foster's Comedy Awards. 2015 brings a sitcom and a regular panellist seat on Mock The Week. Romesh regards himself as a 'tubby vegan sociopath.' Critics see him as well on the way to mainstream comedy fame.

C Matt Richardson

Matt teamed up with Caroline Flack on the X Factor spin-off and the video clip show Viral Tap. He's also appeared on Celebrity Juice, Sweat The Small Stuff and Never Mind the Buzzcocks. 2015 brings a game show pilot, Pants On Fire – and an assignment at a hotel for pets in California.

C Katherine Ryan

Since she arrived from Canada, Katherine has made her mark on everything from Live At The Apollo to Have I Got News For You, via Episodes. She has also won Nivea's Funny Women award. Not one to stand on the fence, Katherine delivers a biting verdict on the latest goings on in celebrity land.

D Paul Sinha

The GP-turned-comedian is set for his ninth series as Chaser on ITV's general knowledge game. He's also been voted Chortle's Best Club Comic. 2015 brings a Radio 4 studio special celebrating Magna Carta, new Sinha Tests and a return to the Fringe. The Scotsman see Paul as the 'consummate professional.'

A A Frank Skinner

Until he won the Perrier, Frank was Birmingham's best kept secret. After that he won millions of fans alongside David Baddiel on Fantasy Football League and presented a long-running primetime chat show. He's since taken up the controls in Room 101, and returned to stand-up with Man In A Suit.

B Dave Spikey

Since making his name as Jerry 'The Saint' St Clair in Phoenix Nights, the one time NHS haematologist has revived Bullseye and become a prolific sitcom writer. In 2015/16 he's touring in Punchlines and developing one series on Sunday League football – and another on the tribulations of running a vineyard.

D Paul Thorne

The Guardian's 'must see' comedian has a string of television credits. He has also toured with Jack Dee and served on the Comedy Store Cutting Edge team. Gently poking fun at regional stereotypes, Paul has an easy rapport with corporate audiences. He now has a new element to his act: comedy songs.

“He did exactly as we asked – very impressive”

RETAIL WEEK ON MATT RICHARDSON



LUCY PORTER

"Perfectly gauged teasing – a real hit"

ABBVIE

C Paul Tonkinson

Paul has performed in 45°C heat in the Iraqi desert, sharing the stage with tanks and a Bee Gees tribute. It prepared him for almost any challenge. He's also hosted Xfm's breakfast show and brought Yorkshire wit to McIntyre's Roadshow. 2015 sees Paul support Michael on his Happy & Glorious tour.

D Chris Turner

Chris mixes well-crafted stories with puns on things like French verbs and the Periodic Table. For Chortle the result is 'exemplary quotable gags.' The set ends with a virtuoso freestyle rap (set up with appropriate self-deprecation by the middle-class ex-archaeology student) – based on audience suggestions.

B Josh Widdicombe

Originally a sports reporter, Josh switched to stand-up and quickly earned a Fosters nomination and an appearance on The Real Variety Show. He now hosts Fighting Talk, co-hosts The Last Leg and pops up on panel shows. In 2015 Josh hits the big time with his own sitcom – with Jack Dee playing landlord.

C Henning Wehn

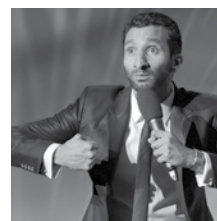
The role of German Comedy Ambassador can be a daunting task. 2015 sees Henning take on his host nation in Britain vs The Rest Of The World, and tell a string of lies in The Unbelievable Truth. After dinner he wonders out loud why Brits are so keen to cling to any tradition, including late-running trains.

C Rod Woodward

Likened by Peter Kay to 'a young Dave Allen,' Rod won BBC's Funny Business with his wonderfully tall tales. He has since played Vegas, toured with Paddy 'the bouncer' McGuinness and scored a direct hit on YouTube with his FA Cup anthem for Cardiff City – Do The Ayatollah.

A A Jack Whitehall

Kate Middleton's former schoolmate juggles acting, presenting and stand-up. Jack's credits range from Fresh Meat and Bad Education to Have I Got News and Live At the Apollo. After his tiny role in Frozen, 2015 brings more bickering in Backchat and another series of Sky's A League Of Their Own.

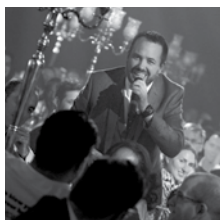
C Imran Yusuf

The ex-video game designer was born in Kenya to Indian parents, then educated in the States before setting up home in London. His is one of the most distinctive new voices in comedy. After success with The Imran Yusuf Show on BBC Three, 2015 brings a new series: FRIED.

“Spot on”

DRAPERS AWARDS ON JACK WHITEHALL

C Abandoman



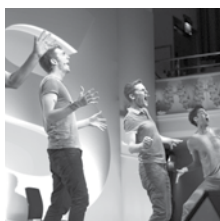
Rob Broderick and his multi-instrumentalist partner James Hancox invite audience suggestions on almost any subject and instantly turn them into a funky hip-hop track. Dick & Dom's house band has been hailed as 'Flight of the Conchords meets 8 Mile.' For bigger audiences they grow to a four-man act.

D Rob Deering



Rob combines virtuoso guitar playing with stand-up to produce gloriously upbeat entertainment. Helped by an array of effects and looping pedals, he homes in on some of the silliest lyrics ever written and picks out songs you really shouldn't hear at key moments in life. The show can also take the form of a quiz.

D Four Screws Loose



Richard, Joseph, Thom and Conan dish up sketches and mash-ups about everything from The Titanic to boy bands. They have enjoyed a Soho Theatre run, appearances on R4's Sketchorama and rave reviews at Festival and Latitude. According to the Telegraph critic 'it's impossible not to be impressed.'

B The Horne Section



Alex Horne and his merry musicians serve up a full evening's entertainment. It's part improvised, part performance, part party – complete with games like Twister and Guess Who? Credits inc 8 Out of 10 Cats, Never Mind The Buzzcocks and Taskmaster. In 2015 Alex also enjoys a London run in Monsieur Butterfly.

D Jonny & The Baptists



The comedy blues combo specialise in silly, satirical songs. As one critic put it, 'they set the pulse racing, the foot tapping and the face aching with a bellyful of boisterous ballads.' Credits include Sketchorama, The Now Show, Robin Ince's Late Night Revolution and Marcus Brigstocke's Early Edition.

A A Tim Minchin



Tim stormed The Real Variety Show back in 2006. He has since won international acclaim for Matilda, the RSC's West End and Broadway hit. 2015 sees him at work on a musical of Groundhog Day and a film set in the Australian outback. In cabaret Tim shows off both his virtuosity and his love of topical comedy.

C The Noise Next Door



TNND invite audience suggestions, conjure musical masterpieces from thin air and cultivate what one Telegraph critic claims is 'a superior kind of chaos.' Credits include Fast And Loose, Secret Interview and Sketchorama – and a 24 hour Edinburgh show kept going by nocturnal tweets.

C Rainer Hersch & Orchestra



As well as showing what business can learn from the orchestra pit, the classical music 'hooligan' invites us on a romp from New World to Carmina Burana (and other great ad tunes) – all with willing participation from the audience. 2015 brings a Strauss tour and a new project for Radio 4, Fast & Furious.

D Raymond & Mr Timpkins Revue



Raymond and Mr Timpkins continue their quest to defy description, and to bravely split their infinitives whenever the mood takes them. With a box full of ingenious props, the duo mime to an ever-changing montage of songs in their own take on Catchphrase – performed with a malfunctioning jukebox.

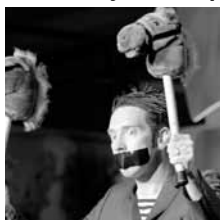
"Clever 'laugh out loud' comedy"
SPECSAVERS ON FOUR SCREWS LOOSE



PETE FIRMAN

AT JLA'S REAL VARIETY SHOW

D The Boy With Tape On His Face



The Boy uses small props, sound effects and some audience members - but whatever else happens, he does not speak. The Guardian consider him 'the last word in silent comedy.' The hilarious New Zealander has won a Foster's Award at Edinburgh and starred in his own show on BBC3: The TapeFace Tapes.

A A Derren Brown



The Guardian describe the Channel 4 illusionist as 'the greatest dinner party guest in history.' In 2015 Derren takes to the road with Miracle. For corporate shows he plays double bluff with his audience, reads volunteers' minds and builds up to an awe-inspiring finale. The act does not involve hypnosis.

C Pete Firman



The Telegraph sees Pete as 'the new poster-boy for British comedy magic.' Credits include Dirty Tricks, The Magicians and Derren Brown's 3D Spectacular. He's also stormed Just For Laughs in Montreal, and published *Tricks To Freak Out Your Friends*.

D Magical Bones



Starting out as a dancer, Richard worked with Black Eyed Peas and Madonna. A natural showman, he's now graduated to magic and 'soulful astonishment.' In the first ever hip hop illusion show, Magical Bones mixes escapology and card tricks with an impressive repertoire of dance moves.

C David Meade



By day David lectures in business at Ulster University. At night he mixes his interest in consumer behaviour and psychology with mindreading, telling audiences exactly what they're thinking. David's also a regular on The One Show and This Morning - with a project in development with a major US network.

B Simon Pierro (Germany)



Simon marries traditional magic and sleight of hand with digital technology, particularly iPads. The result is breath-taking. The physical world interacts with the digital in a way that seems impossible. How can you pour real liquid from the image of a glass, and turn pixels into playing cards?

C Piff The Magic Dragon



Looking like Jack Dee in a dragon suit, Piff was the stand-out star of ITV's Penn & Teller series - he's since made his name in Vegas. He appears with Mr Piffles, the world's first magical chihuahua (who happily survived the canon routine). Piff maintains the tricks all work, they just have different endings.

C Howard Read



Howard is an award winning animator and stand-up with credits inc The Tonight Show With Jay Leno and The Royal Variety Performance. Little Howard is his lovable 6-year old cartoon alter ego - who interacts in real time with the audience! The grown-up one can even turn guests into live animations.

A Troy



The one-time Young Close-Up Magician of the Year started out obsessively studying David Blaine videos. He now has his own C4 series - and a reputation for tattoos, vintage clothes and 70s gold watches. Troy doesn't look like a stereotypical magician, nor does his act involve pulling rabbits out of hats.



"He was the business"
CIVICA ON MAGICAL BONES



JLA.CO.UK FROM NATIONAL TREASURES TO NEW DISCOVERIES

JAZZ/SWING

A A Jamie Cullum



The brightest star of British jazz has earned a huge fan base by re-working standards by legends from Cole Porter to Nirvana. He's also collaborated with Kylie Minogue, Burt Bacharach and Clint Eastwood. Jamie enthralles audiences with a mix of classics and originals, and occasional beatboxing!

B The Overtones



The five-part vocal harmony group made their mark as the resident band on Dancing on Ice. Away from the reality show they put their own twist on classic songs moving through doo-wop, Motown and R&B. The bill includes Rihanna's Only Girl In The World and Adele's Rolling In The Deep.

D Sugar Sisters



Terry Wogan found the Sugars busking in Portobello Road. They've since charmed Radio 2 and One Show audiences, and topped the bill at St James's Theatre. With trademark red lipstick and enchanting three part harmonies they slip between 40s swing, calypso and 90s R&B.

SOUL/R&B

A A Alexandra Burke



After launching a clothing line with JLS, 2015 sees the 5th X Factor winner release Renegade and star in The Bodyguard. For corporate audiences Alexandra performs to tracks with backing singers, combining her hits Hallelujah, Bad Boys and Start Without You with covers of Britney Spears and Whitney Houston.

A A Beverley Knight MBE



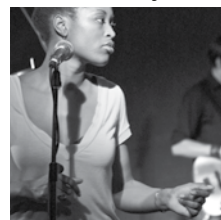
Britain's Queen of Soul has collected three MOBOs and enjoyed hits including Shoulda Woulda Coulda and Come As You Are. After starring in Memphis in the West End, 2015 brings a new album. In cabaret Beverley sings with a 6-piece or to playback, with or without backing vocalists.

A Lulu OBE



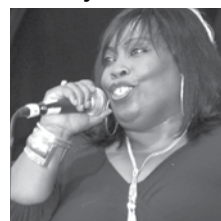
Lulu shot to fame in 1964 with the smash hit Shout, followed by Boom-Bang-a-Bang. She's been working ever since, with acts like Take That and Chaka Khan. 2015 brings her first solo tour in 10 years. Appearing with her own 6/7-piece band, Lulu's "W-E-E-LL" still has audiences racing for the dancefloor.

D Adeola Shyllon



The jazz, soul and gospel singer employs one of the smoothest voices in the business. She's hosted Soul at the Jazz Café, backed artists like Beverley Knight and performed in Olympic celebrations in Trafalgar Square. Adeola offers a duo or full band format, and a set full of classics.

B Ruby Turner



The Boogie Woogie Queen has worked with Bryan Ferry and The Temptations, and regularly appears with Jools Holland's Big Band. She has also written numerous hits and starred in the West End. With a distinctive Motown influence, Ruby's live set brings together soul, gospel and R&B.

"The reaction in the room was excellent"
WOMEN IN HOUSING AWARDS ON LULU

**PALOMA FAITH**



JLA AUDIENCE
I've never been a fan of Eliza Doolittle,
but she was soooo good live!!

A Peter Andre



Peter made his name in the 90s with Mysterious Girl, becoming one of the UK's highest selling artists. He then spent time in the jungle, married and launched a TV franchise with Katie Price. After touring in 2014 with a new sound including gospel and brass, Peter now performs with a full backing band.

A A Gary Barlow OBE



After numerous awards and 50 million record sales, 2015 sees Gary follow up the chart-topping Ill with a Take That arena tour and an appearance at The Brits. For corporate audiences Gary performs with band or simple piano accompaniment; the set includes hits Rule The World, Greatest Day and Back For Good.

A A Craig David (US)



After his first big hit with Artful Dodger's Re-Rewind Craig enjoyed success with Fill Me In, Walking Away, Rise & Fall, Seven Days and What's Your Flava? He's now based in Miami. For intimate settings Craig has an acoustic show with guitar, or a hits set with a DJ. He also performs with his full, UK-based band.

A A Eliza Doolittle



Eliza was six when she followed her mother Frances Ruffelle into Les Miserables. She has since become a successful indie artist, with hits from Moneybox and Big When I Was Little to Pack Up and Skinny Genes – and a dance collaboration with Disclosure. She plays an upbeat set with 7 or 10-piece band.

A A Paloma Faith



The tri-lingual ex-magician's assistant from Hackney is now better known for retro-pop and soul hits like Picking Up The Pieces and Stone Cold Sober. With a distinctive vintage style, The Guardian describe her as 'an entertaining raconteuse and a wicked mimic.' Faith performs accoustically or with 10-piece band.

A A Ellie Goulding



With a voice described as 'endearingly angelic' by The Telegraph, Ellie famously entertained guests at the last Royal Wedding. She's since become a major name on both sides of the Atlantic. Appearing with two musicians or a full band, the singer songwriter performs Burn and tracks from her No.1 album.

A A Jessie J



Jessie built a vast YouTube fan base and wrote for acts like Miley Cyrus before breaking into the charts with Do It Like A Dude. She now has a judging role on The Voice Australia and a world tour to coincide with her Sweet Talker album. Corporate shows are acoustic with guitar, small or full backing band.

A A Ronan Keating



Ronan was the face of Boyzone throughout the 90s. He's since released 9 albums, sold 20 million records as a solo artist and starred in the West End in Once. Performing acoustically or with full line-up, Ronan's set spans Tomorrow Never Comes, No Matter What and Life Is A Rollercoaster.

A Chaka Khan (US)



The multiple Grammy Award-winning songwriter, actor, writer and entrepreneur has worked with the likes of Miles Davis, Steve Winwood, Stevie Wonder and Prince – covering the whole gamut from R&B to pop, rock, gospel and country. Performing to tracks, the set includes I Feel For You.



JLA AUDIENCE

Best ever Travel Counsellors conference.
And then the fantastic Simply Red appear
on the stage – amazing! #TCCConf14

AA Olly Murs

Olly has sold over 10 million records, toured with Robbie Williams, played the US with One Direction and duetted with Demi Lovato – with arena shows scheduled for 2015. Appearing with his 6-piece or to tracks, Olly's show includes Dance With Me Tonight, Troublemaker and Heart Skips A Beat.

AA Rita Ora

Named after Rita Hayworth, the award-winning R&B star has been the face of DKNY, Rimmel London and Madonna's fashion range. She's also enjoyed 4 No.1 hits and a judge's seat on The Voice. Rita's live show includes RIP, How We Do (Party) and Shine Ya Light – with a full band, or guitar for intimate gigs.

AA Lionel Richie (US)

Since his debut with The Commodores, Lionel Richie has sold 100 million albums and collected 4 Grammy Awards. 2015 brings an extensive European tour. For private gigs Lionel appears as a trio (on keyboard), or with the full show band. The set features classics like Hello and All Night Long.

AA Mark Ronson (US)

The DJ and producer has collaborated with a host of names from Amy Winehouse to Bruno Mars, scoring a huge hit with Uptown Funk. Album credits include Here Come The Fuzz, Version and Uptown Special. The 90-minute set ranges from modern hits to classic soul, rock, hip-hop, pop and dance.

AA Nicole Scherzinger

As lead singer in Pussycat Dolls Nicole enjoyed No.1 hits with Don't Cha, Buttons and Stickwitu. She has since starred in Cats and released Big Fat Lie. 2015 sees Nicole mentoring hopefuls in the US version of X Factor. For corporate audiences she performs to playback with dancers or backing vocalists.

AA Simply Red

After selling 50 million records, disbanding and then reforming, 2015 heralds a 30th anniversary Big Love tour – with Mick Hucknall at the helm. Their playlist includes Holding Back The Years, Fairground, Stars, Money's Too Tight To Mention, If You Don't Know Me By Now and Something Got Me Started.

AA The Jacksons

50 years after the Jackson 5 were born Tito, Jackie, Marlon and Jermaine pay their tribute to Michael – and perform a string of instantly recognisable hits. Singing to tracks, the brothers boogie through ABC, Can You Feel It, Shake Your Body, This Place Hotel, Don't Stop and Show You The Way To Go.

AA The Saturdays

The Saturdays have already racked up more than a dozen Top 10 hits and released the Finest Selection. After Frankie's run on Strictly, 2015 sees Una coach raw talent on Ireland's The Voice. The girls' playback set features What About Us, Just Can't Get Enough, All Fired Up and Disco Love.

A Union J

The X Factor semi-finalists have gone on to become a popular boy band (complete with lookalike dolls). After releasing their first albums, they're set to tour in 2015 with The Vamps. The set features Carry You, You Got It All and Beautiful Life.



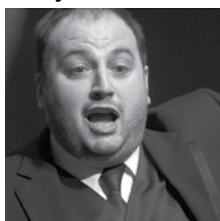
ELLIE GOULDING

"The audience was spellbound"
THE BOX

OPERA/CROSSOVER

B All Angels

Katherine Jenkins' one-time support act create harmonies based on classical, opera and pop tunes. Success has won them accolades from the likes of Paul McCartney, appearances at the Classical Brits, platinum discs and, for Charlotte, a sitcom role next to Jack Whitehall in Fresh Meat.

B Wynne Evans

The Welsh tenor is now known as 'Gio Compario' – frontman for the comparison site. Wynne's view is simple: "There's no rulebook which says opera can't be fun." He's performed at major opera houses from Covent Garden and Lyons to Cardiff, and at dozens of rugby internationals.

A A Katherine Jenkins OBE

The mezzo-soprano and Face of Wales is the UK's biggest selling classical artist. She's sold out Sydney, toured in Viva La Diva with Darcey Bussell, reached the finals of Dancing With The Stars and released 10 hugely successful studio albums. Katherine performs after dinner with piano accompaniment.

A A Dame Kiri Te Kanawa DBE

The legendary coloratura soprano made her name in The Marriage of Figaro and went on to sing in front of 600 million viewers at the Royal wedding in 1981. Other credits include a recording of West Side Story and a guest role as Nellie Melba in Downton Abbey. Dame Kiri is accompanied on piano for recitals.

C Natasha Marsh

The Welsh soprano has sung at Glyndebourne and the Royal Albert Hall, duetted with Carreras, toured with Russell Watson and recorded the theme music for the European Championships. For her corporate show she mixes arias and crossover – with a pianist, full orchestra or backing tracks.

C Tenors UnLimited

After touring the UK and US, and performing with Jeff Wayne at the Royal Festival Hall, 2015 heralds a third album. Seeing themselves as 'opera's Rat Pack,' the tenors' repertoire strays from Summertime to an arrangement of Sting's When We Dance. They sing to tracks, with a small band or a full orchestra.

CHOIRS/ACAPPELLA

C CK Gospel Choir

CK is a spine tingling 16-piece feel-good collective who belt out stings or make a party swing – with or without their band. They've backed Russell Watson, Stevie Wonder, Annie Lennox and The Feeling. 2015 brings an acappella EP and a big UK tour celebrating Gospel At The Movies.

A Only Men Aloud

Since their chart success with Band Of Brothers, the 19-piece Welsh male voice choir has toured the land and performed Caliban's Dream as the cauldron was lit at the London Olympics. The Last Choir Standing stars span opera, pop and Don't Rain On My Parade. 2015 brings more tour dates and a new album.

C We3

We3 is a vocal trio born out of The Magnets. They don't mimic musical instruments; they blend voices to produce a sound rivalling any band with guitars and keyboards. The rock and pop set extends from Robin Thicke and Bruno Mars to Stevie Wonder – in English, French, German, Spanish or Japanese!

"We've never seen a reaction like it – people were dancing on the tables"

WILLIAM REED BUSINESS MEDIA ON We3



MUSICAL THEATRE

A Michael Ball



Described by The Mail as 'the best musical theatre tenor of his generation,' Michael is best known for Raoul in Phantom of the Opera, Edna in Hairspray and Marius in Les Mis. In 2014 he scooped a second Olivier award, for Sweeney Todd. In cabaret Michael belts out a string of Lloyd Webber numbers.

A A Alfie Boe



Alfie has sung with Willard White, won acclaim for La Boheme and reprised Valjean in the anniversary concert of Les Miserables. After releasing Serenata, packed with Italian love songs, 2015 brings an arena tour. For corporate audiences Alfie appears with guitars or 5-piece, brass and strings.

A Lesley Garrett CBE



Britain's best-loved soprano moved from the ENO to The Sound of Music and Carousel. 2015 sees her sing at Garsington and join a Welsh National Opera tour. After dinner Lesley performs solo with a pianist or a small orchestra, with a repertoire spanning crowd-pleasing anthems and West End showtunes.

C Celia Imrie



The Olivier-winning actress has starred in a string of shows with Victoria Wood. 2015 sees her latest film, a sequel to The Best Exotic Marigold Hotel. On the cabaret stage Celia and her dancers don white tie in tribute to Noel Coward, Jerry Herman and Dorothy Parker – accompanied by piano and drums.

A A Russell Watson



With The Voice, Russell graced No.1 in the classical charts for 52 weeks. Since giving up his job in a nuts and bolts factory, the crossover star has performed for Heads of State and survived brain tumours. 2015 heralds a tour with string quartet and choir. Russell sings in any format from solo to full orchestra.

MUSICAL SPECTACLES

A Chicago



Set in a Chicago nightclub, the toe-tapping show transports audiences back to the 20s, lifting the lid on prohibition with a cast of criminals from the dark side of the Windy City. The 10-25 minute all-singing, all-dancing spectacle boasts tunes like All That Jazz, Razzle Dazzle and Mr Cellophane.

A Thriller Live



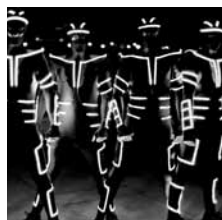
The long-running Lyric Theatre tribute show is now available in a 15-40 minute format, with a minimum of six dancers and two principals. Along with classics from The Jackson Five, the corporate package brings to life a stream of Jackson hits: Beat It, Billie Jean and Don't Stop 'til You Get Enough.



CIRCULUS

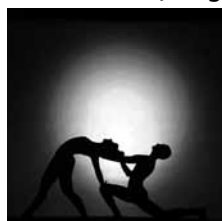
AT JLA'S REAL VARIETY SHOW

D 3RUN



While *parkour* involves negotiating obstacles with awe-inspiring jumps, freerunning adds expression - and 3RUN are the acknowledged masters of the art. They perform action sequences for launches, feature films like *Casino Royale*, and ad campaigns. Without any equipment or set moves, they exude energy.

A Attraction (Hungary)



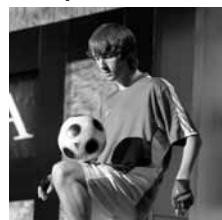
Nine artists from the Black Light Theatre Company use UV to highlight parts of their bodies and throw the rest into shadow, creating illusions out of dance. The BGT winners draw on everything from ballet to hip hop, and adapt to virtually any space. Attraction is expected to tour the UK in 2015/16.

C Circulus



Circulus was dreamt up to bring together the UK's most promising talent to produce 'Brit & Grit' circus. They stage fast-paced, immersive shows in forgotten spaces around London. For corporate audiences they range from full-scale productions to stand-alone acts like the remarkable Cyr Wheel.

D Expansion Team



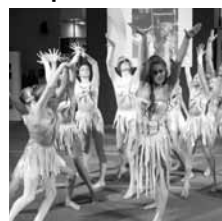
Far removed from simply keeping a ball in the air, Conor and Ash demonstrate the mesmerising art of freestyle football. Credits include ad campaigns and the UEFA Cup Final. They also generate a buzz for live events, including setting the scene for awards.

C Fear of the Unknown



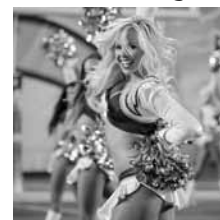
Best known for their appearances on *Got To Dance*, Fear of the Unknown comprise 17 artists combining acrobatics, ballet, modern and street dance. Set to a cinematic soundtrack, with colourful costumes and body paints, they see themselves as storytellers.

A Spelbound



13 members of Spelthorne Gymnastics Club formed a troupe to audition for *Britain's Got Talent*; months later they scooped the title - watched by 15 million. They've since broken their 'throw and catch' record, performed for The Queen and featured prominently in the Olympic Opening Ceremony.

B The San Diego Charger Girls (US)



The Chargers are one of the best performing teams in their part of the NFL, with cheerleaders to match. So long as it doesn't clash with a home game, up to 30 girls will travel to any location to sing, dance and cheer. More dancers than acrobats, they can adapt to any performance space.

B The Strictly Dancers



Few reality shows have captured the imagination as much as *Strictly Come Dancing*. Available separately or in pairs..... Matthew & Nicole, Vincent & Flavia, Erin & Anton, James & Ola and Kristina & Robin all show off their talents and offer masterclasses in the cha cha cha and tango.

COMEDY, MUSIC & ENTERTAINMENT INSTRUMENTAL & ORCHESTRAL

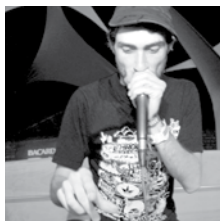
MUSICAL CABARET

A A 2Cellos



The 2Cellos' version of Smooth Criminal became a huge YouTube hit; it led to a recording deal and a tour with Elton John, who calls them 'astonishing.' Luka and Stjepan now have credits from Jay Leno to Glee – and over 34 million views of Thunderstruck! They perform with or without drums.

B Beardyman



With the help of ingenious live looping technology the award-winning beatboxer raises the roof with a set of hip-hop, funk and soul based vocal gymnastics. He has also gigged with a drummer and a string trio (sounding like a full orchestra), and transformed the entire audience into a backing band.

B Red Hot Chilli Pipers



Mixing pipes and drums with an electric guitar and distinctly sexy costumes, the boys describe their act as 'bagpipes with attitude.' 2 million have watched their cover of Avicii's Wake Me Up. Complete with choreographed moves, they bring real Scottish flair to the likes of Queen and Coldplay.

BRASS

D Brass Volcanoes



Inspired by countless traditional New Orleans bands, Brass Volcanoes combine trumpets, saxophones and drums to produce a feel-good sound that also draws on funk, blues and soul. Solos and riffs ensure that no two shows are the same.

C Oompah Brass



Described by Chris Evans as 'legends in lederhosen,' Oompah Brass are the world's foremost (and only) exponents of *Oompop*. With a line-up of trumpets, French horn, trombone and tuba, they've dished up Bavarian versions of Sex Bomb everywhere from the O2 to the Alps.

D Mr Wilson's Second Liners



In New Orleans they celebrate funerals in style. The main parade section is the 'first line'; the fun starts behind. In homage to these street musicians, and to diehard 90s club culture, 6 mischievous northerners step out in bright uniforms to recreate the spirit of the 24 Hour Party People.

BIG BAND / ORCHESTRAS

B BBC Big Band



The multi award-winning 17-piece ensemble have played with a gallery of stars from Van Morrison to Michael Bublé, Cleo Laine and Ruthie Henshall. The repertoire extends from mellow jazz arrangements to stage and screen hits and Rat Pack favourites – with or without guest singers.

B Docklands Sinfonia



The 60-piece symphony orchestra has made a mark on London's music scene - collaborating with English National Ballet, performing for Buckingham Palace and recording Katie Melua's single I Will Be There. As well as the full Sinfonia, they also offer chamber ensembles for more intimate gatherings.

A Royal Philharmonic Concert Orchestra



Formed to complement the Royal Philharmonic, the RPCO has a vast repertoire of instantly recognisable works – including Four Seasons, Marriage of Figaro and Swan Lake. The 65-piece ensemble works with artists from all musical genres; 2015 brings a UK tour with Bocelli and a concert with Kylie Minogue.

"A huge hit with the audience"

BMW ON BEARDYMAN

FEE BANDS **A A** £25,000+ **A** £10,000 - £25,000 **B** £5,000 - £10,000 **C** £2,500 - £5,000 **D** £1,000 - £2,500 **E** UP TO £1,000

STRINGS / BACKGROUND

C Asteria Strings



The electric string quartet have played Europe with Simply Red, and joined Take That on their Beautiful World tour. They also performed at the Champions' League Final. Combining genuine musicianship with sharp choreography, the set includes crossover hits and pop classics.

B Bond



Bond's debut album jumped to No.1 in 20 countries. They went on to open the Classical Brits and become the most successful string quartet in history – selling four million records. The new repertoire introduces Eastern European influences to produce a thrilling, high energy performance.

D Celloman Band



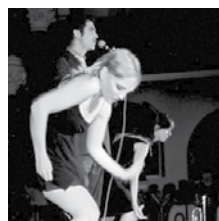
Celloman is the brainchild of Ivan Hussey, hailed by critics as proof the cello can be 'surprising, sensuous and funky.' Ivan has collaborated with headline acts from The Rolling Stones to the Spice Girls. He plays solo or as a five-piece with violin, bass, drums and percussion – mixing classical, jazz and world music.

B Escala



Both glamorous and edgy, Escala emerged from Britain's Got Talent as the UK's most recognisable contemporary string quartet. Performing either an electric or acoustic set, they play a mix of classical and pop tunes from Handel to Wings. 2015 sees a new album release.

D Jazzbomb



Led by Sam Chaplin on vocals / trumpet, Jazzbomb have backed the likes of Michael Bublé, Eric Clapton and Kylie Minogue. With anything up to an 8-piece band, they swing from the sultriness of Sinatra and Louis Armstrong all the way through to Ricky Martin and Van Morrison.

D The Larkin String Quartet



Larkin are vibrant and modern and still maintain musical integrity, with a repertoire stretching from Brahms to The Beatles and brand new commissions. The individual members regularly back the likes of Kanye West, Jessie J and Cheryl Cole.

PERCUSSION

D Fish



Fish performs six different percussion shows, as well as stings for awards ceremonies. He uses fire, paint, water or LED-based effects, but what most sets Fish apart are the DJ Drums. They give him the ability to remix and perform the music live, complete with 3D projection and video graphics.

B Joji Hirota Ensemble



Originally from Hokkaido (Japan's northern island), the multi-percussionist Shakuhaichi musician and composer leads Britain's only truly authentic Taiko drumming group. They appear in a 3, 5 or 15-piece format (with enormous Oh-daiko drum and gong), with or without kimono-clad dancers.

"They added so much value to the evening"
SYTNER ON THE LARKIN STRING QUARTET

COMEDY, MUSIC & ENTERTAINMENT

DANCE BANDS

B The All Stars Collective



The Collective bring together the back-room talent who play for the likes of Madonna and Elton John – and George Clooney's wedding. ASC come in many formats, from trio to 13-piece.

B Get Funked



The 7 to 10-piece party band has a reputation for flexibility, charm, energy and sheer musical talent. The repertoire is constantly refreshed, mixing classic anthems with the latest chart hits.

B Victor Hugo Salsa Bands (Spain & UK)



Venezuelan-born Hugo fronts two of the tightest rhythm sections – playing merengue, salsa, bolero, salsaton, bachata and Cuban jazz. They expand into a full production show with costumed dancers.

C Big Ocean



Big Ocean was formed as house band at London's Café de Paris. Comprising 5-8 session musicians, the playlist takes in hits from the 60s to the present day. They also provide awards stings.

A Tony Hadley



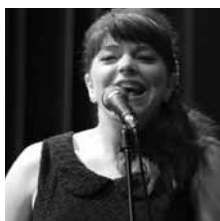
Tony and Spandau Ballet were propelled to fame with New Romantic hits like First Cut Is The Deepest, Gold and True. He continues to wow all age groups with soul and big band jazz as well as 80s hits.

D The Lionels



The sharp 4-piece specialise in blistering renditions of immensely popular tunes like Let's Stay Together, Superstition, Jumping Jack Flash and Kings of Leon's hit, Sex On Fire.

D Blue Harlem



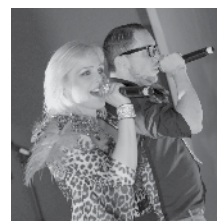
The swing and jump blues band have played Ronnie Scott's and numerous festivals. As a 4-7 piece, led by striking female vocals, the set is full of feel-good hits like Hound Dog and It Don't Mean A Thing.

A A Jools Holland OBE



With his celebrated 18-piece Big Band, often with Ruby Turner out front, Jools performs live to half a million people every year. They punch out hits from blues to funk along with trademark boogie woogie.

C Madhen



Along with their party set, Madhen perform three dedicated tribute shows. So 80s is big hair, shoulder pads and make up (for boys and girls); Scizzor Sisterz is dance pop; So Blondie recreates 70s/80s New York.

“Friendly and professional offstage, very impressive onstage, great quality sound and a great range of songs”

SOUTH WEST CONTACT CENTRE FORUM ON THE LIONELS

FEE BANDS **A A** £25,000+ **A** £10,000 - £25,000 **B** £5,000 - £10,000 **C** £2,500 - £5,000 **D** £1,000 - £2,500 **E** UP TO £1,000



SIMPLY RED

C Rick Parfitt Jnr & The RPJ Band

Fronted by the son of the Status Quo guitarist, RPJ members have worked with headliners from Simple Minds to Sugababes. The set list spans Mr Brightside, Summer of '69, I Predict A Riot and Rock DJ.

B The Satellites

Comprising 11 successful musicians who've toured with the likes of Robbie Williams and Duran Duran, The Satellites have impeccable live credentials. They also write and record to any event brief.

D Urban Soul Orchestra

The string outfit add percussion, bass, vocals and DJ on demand, turning from a classical ensemble to a funky band. The set might include a dubstep version of Chariots of Fire, Wonderwall and Viva La Vida.

C The Rat Pack is Back!

The Rat Pack is Back! captures the age of Sinatra, Sammy Davis Jnr and Dean Martin. Performing with backing tracks or live band, they look and sing like their heroes, and share the onstage banter.

D Ska Wars

Ska Wars reproduce the magical sound first heard in late 50s Jamaica. The 7-piece deliver vibrant covers of Message To Rudi, Ghost Town, Baggy Trousers and It Must Be Love.

D Natalie Williams' Soul Family

Led by Natalie with vocals from Vula and Sharlene Hector of Basement Jaxx, Soul Family combine soul, R&B, gospel and funk. They cover Aretha Franklin, Stevie Wonder, Sam Cooke and Marvin Gaye.

C Rockaoke

Backed by professionals on guitar, bass and drums, the mc invites guests onstage to belt out their own favourites from a catalogue of 200 songs. The show has stormed gigs from Latitude to Proud.

B The Strictly Come Dancing Band

Dave Arch formed the band after becoming musical director on the 4th series of Strictly. Made up of top session players, the 14-piece move seamlessly from tango to Take That.

B Mitch Winehouse

The former cabbie has won a great deal of respect for his own vocals since Amy's death. He sings with piano, bass, drums and trumpet – and pays tribute to Sinatra and Ella Fitzgerald.

CLUB

C Jazzie B OBE



Jazzie remains a major 'pleasure giver' on the club scene. The two-hour set shows the Soul II Soul producer's still got it.

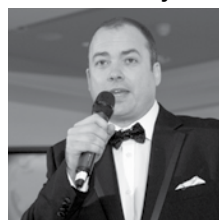
D Dave Pearce



Dave has been a leading player on the club and festival scene for two decades. He runs his own dance label and fills floors everywhere.

PARTY

D Neil Bentley



The digital entrepreneur and former Heart DJ mixes floor-fillers with video and live camera. He can also bring the 'Lovely Laura Sax.'

E DJ DL



With London and Leeds residencies, DL serves up something for everybody from breakbeat and dance to hip-hop, soul and the classics.

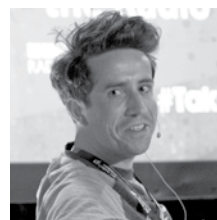
A Marvin Humes



As well as co-hosting The Voice, the ex-JLS star has a Capital Radio slot and shows off his DJing skills with pop hits and dance anthems.

RADIO STARS

A Nick Grimshaw



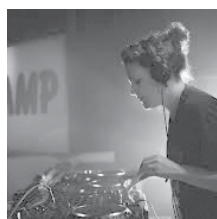
The Radio 1 Breakfast Show host and TV presenter plays a live DJ set of chart favourites, new music and pop classics.

C Steve Lamacq



Steve plays tracks from the last 20 years of guitar music and indie-dance. The list includes Oasis, The Strokes, The Chemical Brothers & Daft Punk.

A Annie Mac



Radio 1's electronic dance and chill-out queen, Annie plays her own brand of floor-fillers from house and garage to chart remixes.

B Scott Mills



Scott made his name on the drive-time show. He now plays dancefloor favourites of all types from the last three decades.

C Huw Stephens



The Radio 1 guru uncovers the latest in cutting edge indie, dance – and music that defies description. He plays a selection of his favourites.

"He's ALWAYS great"
CIVICA ON DJ DL

2015-2016

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7	UK General Election
21	Hay Festival begins
30	FA Cup Final

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6 Champions League Final
18 200th Anniversary, Battle of Waterloo
21 Father's Day
24 26th Glastonbury
29 Wimbledon Fortnight begins

3 Wife-carrying World
Championships, Finland
4 Tour de France Grand Depart, Utrecht
16 Open Championship, St Andrews

6 Australia v England, Fourth Test,
Trent Bridge

7 Edinburgh Fringe begins

1	25th Anniversary, JLA
9	Queen becomes longest reigning British Monarch
14	Real Variety Show
18	Rugby World Cup begins, Twickenham
19	Liberal Democrat Conference, Bournemouth
27	Labour Conference, Brighton

4 Conservative Conference, Manchester
25 British Summer Time ends
31 Rugby World Cup Final

8 Remembrance Sunday
29 Final F1 Grand Prix, Abu Dhabi

12 Euro 2016 Draw
26 South Africa v England, First Test, Durban

25 Burns' Night

6 RBS Six Nations begins
8 Chinese New Year
9 Shrove Tuesday

6	Mothering Sunday
15	Cheltenham Festival
25	Good Friday
27	British Summer Time
28	Easter Monday

24 London Marathon

10 Euro 2016 opening ceremony

10 Euro 2016 Final, Stade de France
18 Republican National Convention
25 Democratic National Convention

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