



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

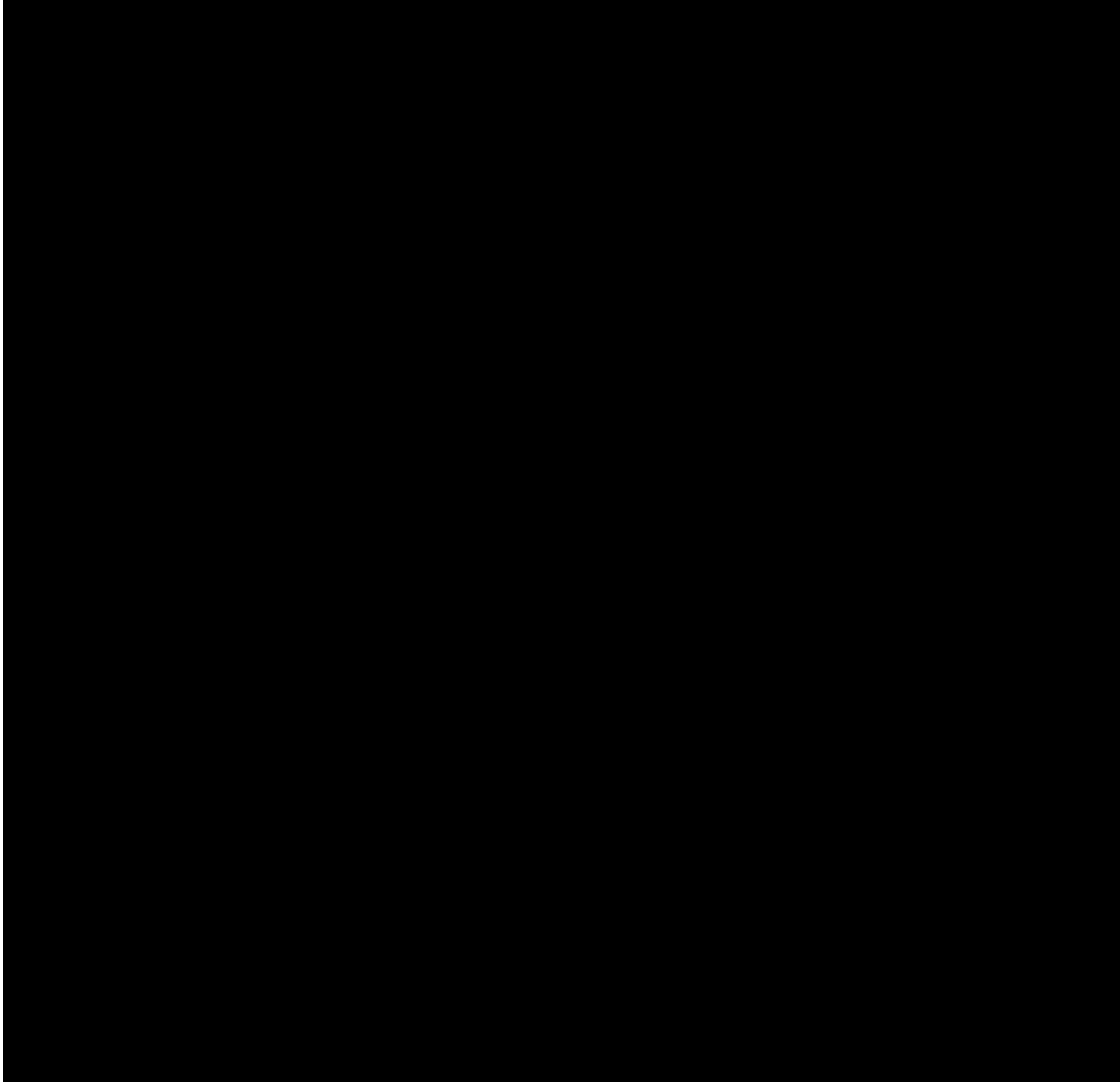
**2016–2017**

# INDEX

28<sup>TH</sup> EDITION

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

**JIA**



# INDEX 2016-2017

There's no better time than a period of uncertainty to share expert insights, inspire new thinking and reward loyalty. With speakers, presenters and performers chosen for their relevance, enthusiasm and reliability, the Index is here to help you meet the challenges and maximise the opportunities ahead. We look forward to working with you.



## TECH SPECIAL

STELLAR START-UPS TO CYBER SECURITY P12



## THE ECONOMY

WHAT HAPPENS NEXT? P51



## SENSATION

GARY BARLOW P135

This year's **special feature** reflects the many ways in which tech is central to any organisation. You will find expertise in everything from data mining and digital engagement to the threat of malware and the promise of AI.



**JLA Speakers Breakfasts** offer a chance to see pioneers, motivators, statespeople and original thinkers in action before making a booking. Visit [jla.co.uk](http://jla.co.uk) for details of upcoming events.



Save the date. The 2016 **Real Variety Show** takes place at Cadogan Hall, Chelsea on Monday 19th September. As ever, the line-up is a closely guarded secret!



Gold medallists, captains of industry, comedians and newsmakers join the JLA team to celebrate our 25th birthday – and enjoy the wit of William Hague.

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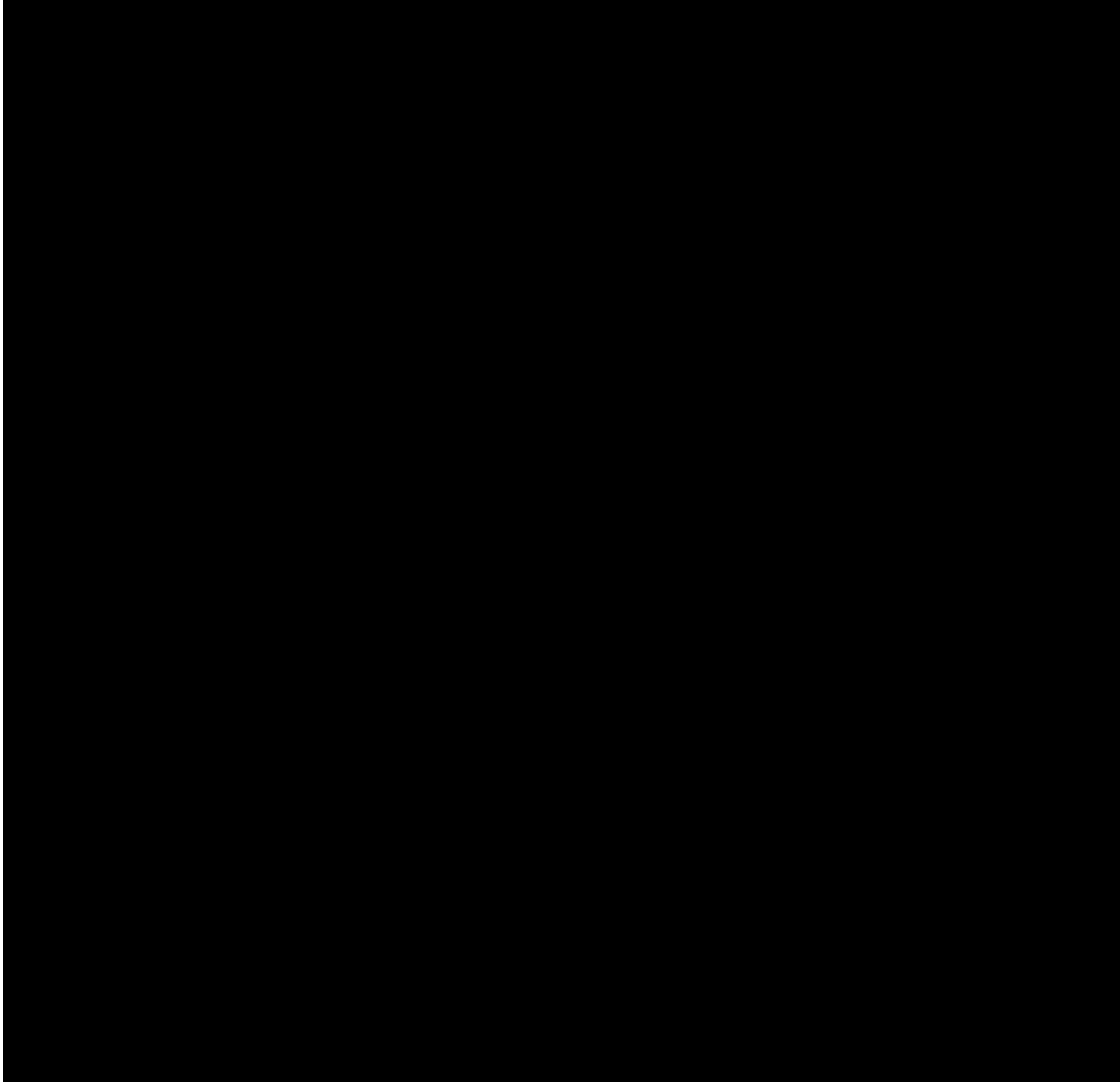
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Will Butler-Adams & James Cracknell  
at JLA's 25th Birthday

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# CONFERENCE SPEAKERS

## LEADERS, THOUGHT LEADERS & PIONEERS

**C Lord (Andrew) Adonis PC**  
Chair, National Infrastructure Commission



### THE CHALLENGE OF CHANGE

As Transport Secretary, Schools Minister and Head of the No.10 Policy Unit, Andrew has been an architect of public service reforms from academies to policing. He also prepared the plan for HS2, before leading a review of regional growth strategies. As Chair of the new commission, he is now assessing the UK's future infrastructure needs. In presentations Andrew looks at change management and policy implementation in complex organisations – and difficult conditions.

**B Shami Chakrabarti CBE**  
Former Director, Liberty



### RIGHTS AND PRIVACY: THE NEW FRONTIERS

Shami turned Liberty into an effective campaigning organisation, leading debate on civil rights from ID cards to surveillance. The Sun once dubbed her 'the most dangerous woman in Britain.' In presentations Shami weighs up the balance between privacy and security – for government, business and individuals. While privacy cannot be an absolute in the context of national security, as every brand is based on trust it makes sense to see it as a top priority.

*See also The Big Debate, p61*

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



### UNDERSTANDING THE FORCES OF NATURE

Brian brings scientific discovery to life for millions; 2016 brings Forces of Nature and a tour of Radio 4's Infinite Monkey Cage. He is also a leading physicist, recreating the conditions 1/000000000th of a second after Big Bang "to confirm the universe's underlying simplicity." With breathtaking images, Brian shows how science shocks and excites our imagination. He also sets out the case for co-ordinated investment in science as key to job creation and growth.

*See also Science & Numbers, p60*

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



### INTERNET 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."

**A Lord (Seb) Coe KBE**  
President, IAAF



### DELIVERING ON A VISION

On the track Seb's talent and commitment earned eleven world records and two Olympic gold medals; he has since led the most successful Games in recent history. After serving as one of many Vice Presidents Seb is now tasked with turning around the IAAF and restoring the reputation of international athletics, in the gaze of the world's media. In speeches he shares the lessons as an athlete and as a leader delivering a vision, managing crisis and bringing about change.

**B Sir Howard Davies**  
Chairman, RBS & Professor at Sciences Po, Paris



### 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 also headed the Government commission examining UK airport capacity. In presentations Howard considers progress on reforming the regulatory landscape and driving competitiveness in Europe. He also casts light on the latest developments in China and assesses the implications for Western economies.

*See also Kynge on China, p47*

JLA AUDIENCE TWEETS ON SHAMI CHAKRABARTI



Great morning at #JLABreakfast  
on #digitaldisruption vs privacy



**B Tim Harford**

Financial Times' Undercover Economist

**THE MAGIC OF MESSY**

The presenter of BBC's *More or Less*, FT columnist, Oxford Fellow and million-selling business author is also a compelling economics storyteller. Tim argues that big data can make us obsessed with the forest, but ignore the trees (individual customers); we need to think of uncertainty as a friend and a competitive weapon; and accept it's impossible to solve complex problems without trial and error. In 2016 Tim turns to *messiness* – a breeding ground for innovation.

**D Michael Pawlyn**

Architect &amp; Innovator

**DESIGNING THE PATH TO ZERO WASTE**

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 Namibian beetle that creates its own fresh water. In presentations Michael shows how *restorative* design borrowing from 3.6 billion years of R&D now makes it possible for manufacturers and retailers to achieve zero waste – as Millennial consumers expect.

**A Margaret Heffernan**

Entrepreneur &amp; Author

**BALANCING RISK AND VIGILANCE**

Margaret has bought, built and sold internet and IT businesses. She's also distilled a new way of thinking in *Beyond Measure: The big impact of small change* – including how to achieve great strides by involving every mind in the team. Margaret points to the wins when different disciplines learn to co-operate. At the same time, you must have an environment in which you will spot the signs when a project isn't going to plan. All risk should be balanced by vigilance.

**AA Hans Rosling (Sweden)**

Professor of International Health

**POPULATION GROWTH**

Rosling is a 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. Thanks to an enormous improvement in literacy and family planning, by 2100 there will be no more children in the world than there are now.



**"She makes you think about the downfalls of surrounding yourself with yes men."**

STANDARD CHARTERED ON MARGARET HEFFERNAN

**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's also the oldest Brit to ascend Everest and finish the Sahara's six-day Marathon des Sables, at the age of 71. 2016 brings another project to raise funds for Marie Curie. Despite setbacks like heart surgery and losing his finger tips to frostbite, Ran believes in the power of perseverance: "If you are lucky enough to walk without a crutch, you might as well go for it."

See also *Adventure*, p29

**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 and publishing *An Astronaut's Guide To Life On Earth*. Chris shares insights on collaboration, human ingenuity and the role of trial and error in the innovation process. In a powerful and uplifting presentation he also shows what spacewalking tells us about life on earth.

See also *Buzz Aldrin*, p97

**A A Gen. Stanley McChrystal (US)**  
 Retired Four-star General

**LEADING LIKE A GARDENER**

McChrystal led US military counter-terrorism efforts around the globe before assuming command of all coalition forces in Afghanistan. He has since applied the lessons to large organisations in *Team of Teams: New Rules of Engagement for a Complex World*. He advocates 'a fanatical focus' on sharing information, leading like a gardener – not a chess player: "Many strive to control every move, when they should be creating and maintaining a viable ecosystem."

**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 Lord (William) Hague**  
 Foreign Secretary 2010-2014

**FOUR FORCES SHAPING THE WORLD**

William served as Conservative Party Leader, Foreign Secretary and Leader of the Commons – contending with war in Libya, the Ukraine crisis, terrorist threats and relations with Europe. He also led the team that created the Coalition. With first hand knowledge of the geopolitics, William pinpoints the forces shaping the world and informing the decisions for business – from OPEC's shattered unity to the possibility of the largest movement of people in human history.

See also *Four Forces*, p46

**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, negotiated the Maastricht Treaty and introduced substantial public sector reforms. He has since described membership of the EU as critical to Britain's influence in a tri-polar world. In speeches Sir John highlights the many pressure points in the ever-changing geopolitical landscape.

**JLA AUDIENCE TWEETS ON CHRIS HADFIELD**


Mind altering speech today at #SJP conference. I feel like I can touch the stars after listening to Chris Hadfield.

A real life Starman - just what I needed to hear to continue working towards my goal.

Wow, just wow. Astronaut Chris Hadfield sings Major Tom in honour of David Bowie! And this after he rocked us with his talk!





## CHRIS HADFIELD

"The spontaneous three-minute standing ovation said it all.  
He was awe-inspiring"

ADVANTAGE TRAVEL PARTNERSHIP ON CHRIS HADFIELD



## **WILLIAM HAGUE & HUW EDWARDS**

*"A perfect blend of humour and serious messages"*

PROJECT ONE CONSULTING

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



**LEADERSHIP IN TURBULENT TIMES**

As Head of the Security Service, Eliza dealt with the after-effects of 9/11 and the threat from Al-Qaeda. She doubled the size of MI5 and transformed its old approach to staff. Now Chair of the Wellcome Trust, Eliza believes that leadership is less about command and control, and more about vision and strategy: "In turbulent times you must give an honest account of the difficulties, but demonstrate your confidence in the future and in your people."

See also Jonathan Evans, p23

**A** Adrian Newey OBE (Q&A)  
Record-breaking Formula One Designer



**LEARNING FROM MOTORSPORT**

The F1 designer won 10 Constructors' Championship titles and 150 Grand Prix with the likes of Häkkinen, Vettel and Prost. He's now stepped away to work on new projects, including Ben Ainsley's bid to secure the America's Cup. In an onstage interview with Louise Goodman, Adrian talks about change management, risk assessment and team dynamics – and how to stay ahead of the competition in a sport where races can be won or lost by fractions of a second.

See also Martin Elliott, p55

**B** Trevor Phillips OBE  
President, John Lewis Partnership Council



**THE POWER OF DEMOCRACY**

Before taking up the JLP role, Trevor served as Chair of the Equality and Human Rights Commission. He is also an acclaimed documentary-maker and expert in data analytics. Trevor explains how consumers' trust in John Lewis stems from its democracy, giving every partner a stake, a degree of autonomy and a chance to air their views: "Big businesses may not be able to duplicate the model (unless they're privatisations or start-ups), but there's much they can borrow."

See also Strategy & HR, p53

**A** Martina Navratilova (US)  
Tennis Legend & Diversity 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 more tournament titles than any man or woman in history, enjoyed a 74-match winning streak and claimed a final Grand Slam at the age of 49. She's now a powerful voice for diversity. In speeches Martina explains that true competitors aren't put off by boundaries: "Most of their pressures are self-imposed."

**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** Dr Bertrand Piccard (Switzerland)  
Co-Leader, Solar Impulse



**TEAMWORK FOR PIONEERS**

Bertrand made history when he circumnavigated the Earth in the Breitling Orbiter balloon. 2016 sees him pilot Solar Impulse, aiming to complete the first ever solar-powered round-the-world flight by aeroplane: "If we can fly day and night without fuel, everybody could use these same technologies on the ground to halve energy consumption." As a trained psychiatrist Piccard talks about the teamwork in any pioneering effort, and how to manage fear of the unknown.

**"Just fascinating – we've received nothing but excellent feedback"**  
BY ON ELIZA MANNINGHAM-BULLER

**BUSINESS LEADERS**
**A Baroness (Karren) Brady CBE**

Vice Chair, WHU &amp; Small Business Ambassador


**GROWING AN ENTERPRISE**

Karren ran the business side of Birmingham City FC through promotion, relegation – and brain surgery. 2016 sees her guide West Ham to the Olympic park, encourage female entrepreneurs and champion the cause of small business. Karren's mantra for leaders growing any enterprise can be summed up in 5 tips: work hard (be persistent); use every opportunity to network (spread your message); move on (failure is history); don't get side-tracked, and do your sums.

*See also Deborah Meaden, p26*
**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. In a down-to-earth style Justin weighs up the task of reviving true customer loyalty and bringing about culture change in large organisations: "It can be like an elastic band tied to a heavy object."

*See also C Level Speakers, p54*
**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 steering the Scottish publishing house into the digital era. Rather than fall prey to disruption like other media owners, he relishes the opportunities uncovered by tech. In a speech brimming with humour, Ellis shows how you can inspire enthusiasm throughout the organisation and move from mission statement to fighting spirit.

**A Lord (Digby) Jones**

Chairman, Triumph Motorcycles


**FLYING THE FLAG**

After heading the CBI, Digby entered government and circled the globe, lobbying on behalf of British business. He still flies the flag as ambassador for UK Trade & Investment. 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.

**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 - increasing sales in 70 markets. Now in private equity Martin argues we must use our inventiveness rather than try to compete with China on their terms. But with 40,000 unfilled skilled jobs, UK industry needs to work much more closely with educators.

**A A Steve Wozniak (US)**

Co-Founder, Apple


**SIMPLICITY, USABILITY & BEAUTY**

As an inventor, electronics engineer and computer programmer Steve helped shape the future - but he chose to move on from the business he started with Steve Jobs. Instead he's focused on encouraging the next wave of innovators. With enduring passion and infectious humour, Steve explains how they built Apple with the same belief in simplicity and beauty as with the products that make it famous – with the user at the centre of every action.

*See also Ken Segall, p58*
**JLA AUDIENCE TWEETS ON ELLIS WATSON**


CEO of DC Thomson takes to the stage with a bang at #EnterpriseGC. This is going to be good...

It might be our own event, but I can't remember a better keynote speaker!

Shame the Ellis Watson slot has to come to an end



**C Dame Heather Rabbatts DBE**  
Independent Director, Football Association



#### DEFEATING RESISTANCE TO CHANGE

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. She's since served on Crossrail's board and become the first female Director at the FA. Heather sets out how to tackle resistance to change, push boundaries and increase the number of women leaders.

**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 had to build intellectual, cultural and *physical* bridges. Richard offers an insight into leading small units and large, complex groups in high-risk environments. He also speaks on national security, advocating a robust response to the present threats: "The great danger is that weakness acts as provocation."

**B Andrew Strauss OBE**  
Director, England Cricket



#### CLIMBING THE WORLD RANKINGS

On the field Andrew was one of only three England cricket captains to lead his side to Ashes victory both home and away. He devised a plan to become world No.1 within 5 years and achieved it in half the time – earning a name for gritty and intelligent leadership. In his new board role Andrew is working to help the national team climb back up the rankings. He speaks about how to create and share a vision, build trust and encourage rather than impose change.

*See also Clive Woodward, p36*

**B Hon. Mike Rann**  
Permanent Rep., UN World Food Programme



#### LESSONS FROM AUSTRALIA

Mike has served as Australian High Commissioner to the UK, Ambassador to Italy and Libya, and Premier of South Australia. As well as negotiating free trade agreements in the Asia Pacific region, he is credited with turning Adelaide city carbon-neutral - securing cross-party support for long term investments. Mike offers insights into the Asian century, the prospects for UK negotiations and the future of 'smart' cities. He also looks at the challenge of social inclusion.

**B Sir Tim Smit KBE**  
Executive Vice Chair & Co-Founder, Eden Project



#### BRINGING EDEN TO CHINA

Since it opened at the turn of the millennium, Eden has attracted 16 million visitors and brought £1.6bn to Cornwall. 2016 sees work begin to create the first overseas Eden – on a reclaimed salt mine beside the Yellow Sea in the Chinese province of Shandong. In a passionate speech Tim underlines the importance of leading by example, moving out of your comfort zone while sticking to principles, meeting challenges head on and daring to be ambitious.

**A A Jimmy Wales**  
Co-Founder, Wikipedia



#### PEOPLE POWER, REINVENTING THE WHEEL

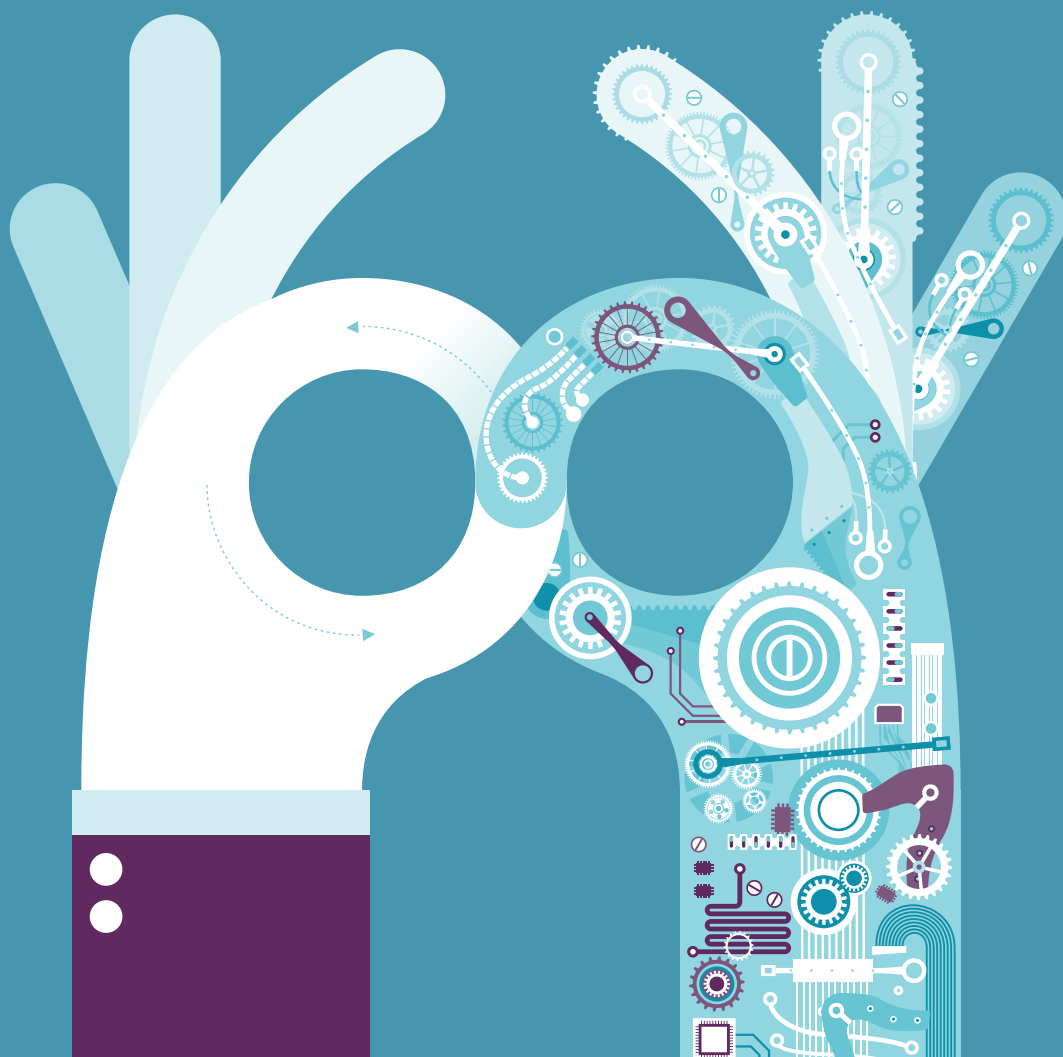
Jimmy claims the only rule at Wikipedia is to ignore all rules. With only 280 employees it's now available in 285 languages, and attracts 20bn page views and 500m+ unique visitors every month. It's the 6th most visited site in the world. In his speech Jimmy stresses the value of word-of-mouth, and advises businesses 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 The Disruptors, p18*

**"He made them laugh, he educated them and he inspired us all"**

ROCHE PRODUCTS ON TIM SMIT





## TECH

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## LEO JOHNSON

"His storytelling and messages had everyone enthralled"

ST JAMES'S PLACE

**A Dr Patrick Dixon**  
Business Author & Futurist



## THE FORCES OF CHANGE

Patrick's team identify medium to long-term trends and the consequences for individual industry sectors. In his latest book, *The Future Of Almost Everything*, he pinpoints the key drivers – from demographics to scale, sustainability and the new tribal order. He also explores how our own motivation will be effected by the massive changes around us. In his presentations Patrick sets out the risks that every business needs to understand to make itself future-proof.

See also James Woudhuysen, p64

**B Leo Johnson**  
Co-Presenter, Radio 4 FutureProofing



## SECURING THE FUTURE

The PwC Partner and founder of Sustainable Finance points to the opportunities that arise as sectors from energy to banking succumb to disruption. Rather than try to future-proof old industries, the focus should be on finding new ways to generate growth. Borrowing from Marilyn Monroe ("Good things often fall apart so better things can fall into place"), Leo looks at the city of the future and the markets that will open up when we end our reliance on fossil fuels.

See also Gabrielle Walker, p58

**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. Focusing on the near future, he looks at how digital changes business models and how new tech quickly fades into the background (like microwaves), or gets disrupted by *layered* innovation (like apps on top of mobile phones). Paul describes a landscape in which a buoyant peer-to-peer economy is set against up to 50% of traditional jobs at risk of automation.

**B Tom Fletcher CMG (UAE)**  
The Naked Diplomat



## CONNECTING IN A WORLD OF UPHEAVAL

Tom served as foreign policy advisor to both Brown and Cameron, before becoming British Ambassador to Lebanon (at the age of 36). He is now promoting the UK creative sector, working with business to get millions into education, and leading a Foreign Office review. 2016 brings publication of *Naked Diplomacy: Power & Statecraft in the Digital Age*. Tom considers the role of tech amidst geopolitical upheaval: should Google have a seat on the UN Security Council?

See also Paul Mason, p51

**B Thimon de Jong (Holland)**  
Trends Expert



## WHERE TECH MEETS TRUST

Thimon looks beyond the gimmickry to analyse how technology is affecting our lives, and our customers. In *The Blurring of Reality* he examines how hard it's becoming to differentiate between the true and real and the false and fake. Hyper-customised tech offers huge opportunity for businesses to gain competitive advantage, but consumers need to feel in control of their own decisions. And in the digitised world, with fears over privacy, how do we know who to trust?

See also Anders Sorman-Nilsson, p58

**C Prof. Murray Shanahan**  
Professor of Cognitive Robotics



## FROM SPECIALIST TO HUMAN-LEVEL AI

As the UK's leading scientist in Artificial Intelligence (and advisor on the film *Ex Machina*), Murray's goal is to better understand the mind so as to replicate it. In his presentation Murray separates sci-fi hype from reality. While specialist AI for cars or digital personal assistants is rapidly developing, it could take another century of 'deep learning' before computers exhibit consciousness, common sense and an understanding of abstract concepts like love and war.

"A huge hit - insightful, thought provoking and fun"

RBS ON THIMON DE JONG

ASK YOUR JLA AGENT FOR A  SNIPPET OF TECH SPEAKERS

# CONFERENCE SPEAKERS

## TECH: THE DIGITAL LANDSCAPE

**B Nicklas Bergman (Sweden)**  
Serial Tech Entrepreneur



### THE FUTURE IS NOT WHAT IT USED TO BE

Nicklas researches our relationship to technological development and its implications for business in the next 5-50 years. He also advises a Washington think tank and has investments in 20 projects. In speeches and his 2016 book, *Surviving The Techstorm*, Nicklas assesses how companies and different generations of society are adapting to the evolving landscape: "It's no longer just a question of what technology can do for us, but also what we should allow it to do."

See also Robert Winston, p64

**B Jason Bradbury**  
Presenter, The Gadget Show



### THE THOUSAND YEAR DECADE

Labelling himself a 'first generation geek,' Jason is fixated with tech and all things web-related. And as David Walliams' one-time stand-up partner he's also a very entertaining performer. After looking at past technological breakthroughs, Jason explains why the next ten years could see as much progress as the last *millennium*. Using his own inventions (a robot and a glove phone), he shows how computers will become so integral that we cease to treat them as objects.

**B Dave Coplin**  
Chief Envisioning Officer, Microsoft UK



### PRODUCTIVITY & RE-THINKING WHAT WORKS

Dave's role is to 're-imagine' the workplace and how we do business, focusing not on the technology itself but on the outcomes. In *The Rise Of The Humans*, he argues that a deluge of data and fixation on process is getting in the way of productivity. Meanwhile the devices we carry will cut us off from the real world if we give them too much attention. The first may be a managerial rather than technical issue; the second is about making tech more valuable but less visible.

**C James Bilefield**  
Serial Digital Entrepreneur



### THE NEW WAVE OF DISRUPTION

The former banker was the first outsider brought in by the two founders of Skype. James has since built, advised and invested in a series of digital businesses. He also led the online transformation of Condé Nast brands like Vogue, GQ and Vanity Fair. As the second generation of disruptors take aim, James reveals their thinking and *positive paranoia*. He also explains why the challenge for 'legacy companies' is not technical implementation, but shifting cultural attitudes.

**A 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's now focused on Fintech, with the aim of disrupting financial services. In his speech Dan shows how Google use technology in the search for transformative solutions to major problems. They include balloons in space to beam internet signals to remote parts of the world, and contact lenses with an embedded glucose sensor for diabetes sufferers.

**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 has also chaired the G8 Innovation Summit, enjoyed deep access to China's Xiaomi, and written a book on how the world's smart companies are progressing. In presentations David explains how tech-led disruption is impacting on everything from manufacturing to motoring – and what incumbent companies can do to protect themselves.

See also Rasmus Ankersen, p53

#### JLA AUDIENCE TWEETS ON JASON BRADBURY



Strong start to the #MobilisingMarketing conference. Jason Bradbury arrives on a hoverboard thing!

Inspiring speaker sharing his passion for new and disruptive technologies

Super cool presentation: "It's not only a consumer journey, it's a physical and a mental journey"



Graham Cluley, James Bilefield,  
Shami Chakrabarti & Thimon de Jong

CONFERENCE  
SPEAKERS

#### JLA TECH BREAKFAST: THIMON DE JONG

"What would you do if you knew everything about your clients? What if you knew everything about your colleagues? And by everything I mean their personality, their emotions, their needs, desires and wishes. How would it change the way you work?"

This software takes a look at your digital footprint, runs an algorithm on it and then gives you a personality prediction based on the data. Imagine you have a business meeting with a potential client. You can run your whole team through this system and it will tell you whose personality matches best with the client.

Now, most managers I talk to say 'Hey, wait a moment! Having a computer programme decide who I'll send to a business meeting? No way, I'm a good manager! I know my own people! I can do that better than a computer programme.' My response is 'No, you can't.'"

# CONFERENCE SPEAKERS

## TECH ENTREPRENEURS: THE DISRUPTORS

**B James Alexander**  
Collaborative Business Entrepreneur



### CUSTOMER-FOCUSED DISRUPTION

As Zopa co-Founder and CEO, James was a pioneer in peer-to-peer lending. Putting those with a small amount to invest in front of reliable borrowers has proved a successful business model, generating over £1bn to date. James is now helping others develop customer-centred growth strategies. In presentations he examines disruption across a range of industries, including Fintech, and considers how long-established organisations can drive innovation.

See also Simon Calver, p54

**C Daniel Bobroff**  
Founder, ASOS Ventures



### DEVELOPING A TALENT FOR DIGITAL

Daniel launched in-game advertising and developed bestselling video games before founding the online fashion company's venture capital division. Scouring the world for innovations, he assembled a network of FashionTech talent and forged partnerships across marketing, production and imagery. In presentations Daniel considers the demand for instant experiences and relationships, how every business is becoming a tech business, and how to find and grow talent.

**A A Martin Eberhard (US)**  
Co-Founder, Tesla Motors



### ENGINEERING THE FUTURE

Martin is an engineer and a veteran Silicon Valley entrepreneur. After developing the first eBook with secure content delivery, he and his partner founded Tesla – set on reinventing the electric car. The result was the game-changing Roadster. After the takeover by Elon Musk, Martin headed VW's EV development and now advises several early stage start-ups. He sets out his vision for electric vehicles, the excitement of innovation and the value of engineering skills.

See also Bertrand Piccard, p9

**A Kevin Ashton (US)**  
RFID Pioneer



### THE INNOVATION CHALLENGE

After having an idea to manage supply chain issues at P&G, Kevin went to MIT and led the development of sensors that track goods, reduce waste and enable smart energy – without human intervention. He also coined the term 'The Internet Of Things.' In his book *How To Fly A Horse*, Kevin looks at the all consuming challenge of creating something new. He talks about product innovation, building an innovative business and innovating in an uncreative organisation.

See also Tim Harford, p5

**C Justin Cooke**  
CEO, Tunepics



### MARRYING BRAND, CULTURE & TECH

Justin ran PR at Stella McCartney and Burberry, then became CMO at Topshop before setting up a buzzy social media site. Mixing audio and visual, Tunepics was among the first apps to launch on Apple Watch. Cooke has been described as the British Zuckerberg. In speeches Justin weaves technology, trends, company history, brand and culture to explore how customers might expect to interact, and what the business can do to engender loyalty.

**B Jonas Kjellberg (Sweden)**  
Co-Founder and Former MD, Skype



### STANDING OUT FROM THE CROWD

The founders of Skype had a simple idea that went on to revolutionise the entire telecoms sector. Since the company was sold Jonas has taught at Stanford, launched an early stage fund to back scaleable new business models, and co-authored books on growth strategy and ways to test the enterprise's durability. He speaks about spearheading an idea, standing out from the crowd, creating a winning sales culture and bringing the whole organisation together.

**“A BRILLIANT recommendation. He was perfect for our audience - a ROCK STAR performance”**

ACCENTURE ON JONAS KJELLBERG



**C Tamara Lohan MBE**  
Co-Founder and CTO, Mr & Mrs Smith



#### CREATING TRUST

After publishers rejected the idea of a new hotel guide, Tamara and her husband decided to print it themselves. They sold 100,000 copies in year one. There's now an online booking service, employees from LA to Sydney and a new Smith & Family offer. Tamara sets out the challenge of building a digital brand and disrupting an established market: "Stick to your beliefs, ensure everything is consistent with the brand and create an environment of trust."

See also BJ Cunningham, p25

**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 bureaucracy. Murray 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.

**C Frank Salzgeber (Holland)**  
Head of Tech Transfer, ESA



#### HIGH-TECH MANUFACTURING

Frank leads the European Space Agency Technology Transfer Programme – created to share research and development gains with industry. Their space tech is already being used to purify the air in intensive care, to survey rock for tunneling and in the manufacture of running shoes. Frank's team has also incubated or facilitated over 50 start-ups and spin-offs. His speech tells conference audiences how they might foster a space agency culture of creativity and ambition.

**B Will Whitehorn**  
Co-Founder of Purplebricks & Chair, TSG



#### MIXING 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. He's since joined the board of Stagecoach and co-founded Purplebricks, taking the estate agent to market after only 20 months trading. Will also heads the innovation centre for 'intelligent mobility' - responsible for the driverless car testing in Milton Keynes. He speaks about starting a disruptive business, global brand expansion, and space.

**C Emma Sinclair**  
Co-Founder, EnterpriseJungle



#### FINDING A NICHE

Emma was the youngest person to float a company on the London Stock Exchange. She's since switched from the car park business to a search platform that helps to identify talent and interest groups in large organisations. 2016 also sees her take on a new role for the Government. In speeches Emma sets out the value of networks in the face of skills shortages, the challenge of scaling up and the potential unleashed when entrepreneurs partner corporations.

See also Josh Valman, p27

#### JLA AUDIENCE TWEETS ON DALE MURRAY



Great insight into how accountants can help clients #xerocon

Dale Murray explains the use of technology and how it can improve the advice you give to clients



# CONFERENCE SPEAKERS

## TECH: DIGITAL ENGAGEMENT

**D** Andrew Davis  
Social Media Strategist



### KEEPING THE CONVERSATION GOING

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. He has trained several big agency teams and created the first dedicated course for secondary schools. He's now on the advisory board at OFCOM. Andrew shows how to keep online conversations going, but stresses the need for digital strategy always to complement traditional business building and marketing.

See also Greg Nugent, p56

**B** Alex Hunter  
Attaché Founder & 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. Alex shows how to have a bond with online customers by 'talking human,' creating 'moments of delight' and ignoring the bottom line when it comes to customer service. "And avoid doing anything just because your competitor's doing it!"

See also Hamish Taylor, 54

**D** Kate Russell  
Reporter, Click



### INFLUENCING THE INFLUENCERS

Alongside her BBC role Kate has written a guide for SMEs, start-ups and entrepreneurs who want to get ahead online - *Working The Cloud*. In presentations she reveals that consumers are five times more likely to buy on social recommendation than conventional marketing, so how do you influence the influencers? Kate sets out a strategy: develop content that speaks to bloggers, those you follow and advocates within your own organisation. Then fully engage.

See also Daryl Fielding, p59

**C** Allister Frost  
Former Head of Digital Marketing, Microsoft



### LEARNING TO BE DIGITALLY EFFECTIVE

Allister is an expert in online reputation, product and brand marketing, both B2B and B2C. He argues that using digital to engage with and understand customers requires a fundamental 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 have conquered the world in a few short years – and how to avoid falling for the digitally enhanced hype.

**C** LJ Rich  
Presenter & Producer, BBC Click



### TOMORROW'S USER EXPERIENCE

The Click presenter is a self-confessed 'cool hunter' and hackathon fan. She's also a concert pianist and composer and often mixes the two in presentations. LJ looks to the future user experience, from location based tech to mixed reality and the 'tactile internet.' We will soon be able to *feel* turbulence when flying a drone, and have offers pop up in front of our eyes. But how much will we want to tell our devices, and how much should our *social currency* be worth?

**C** Jonathan Wichmann (Denmark)  
B2B Digital Strategist



### CONNECTING WITH BUSINESS CUSTOMERS

When he was asked to run social media at a shipping and logistics giant, Jonathan realised that the firm's dominance meant the opportunity had largely been ignored. He made good use of company assets to tell stories, and proved traditional industries can engage online with business customers. He now helps others harness the power of B2B social media. In his speech Jonathan explains how to spread your message and connect – both internally and externally.

"He prompted fantastic discussion"  
NTT DATA ON ALEX HUNTER

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**MAJOR**  
EVENT THE SAME DAY AS YOU?

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## KEREN ELAZARI

"A perfect fit – both in content and style"  
CISCO SYSTEMS INTERNATIONAL

### **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 M2M transactions commonplace, Dave accepts that proof of identity is key to new payment systems, but what are the implications if identity itself becomes a commodity? What opportunities might a cashless society uncover?

See also Jeffrey Robinson, p113

### **A** Keren Elazari (Israel)

Research Fellow, Tel Aviv University



#### **CAN HACKERS BE A FORCE FOR GOOD?**

Keren is a hacker turned digital security expert. She advises businesses and governments, and researches the intersection between cyber conflict and politics. Keren argues that many hackers perform a vital role in finding (and fixing) flaws, exposing malicious web users and raising awareness of important issues. The question is, can hackers be encouraged to do good? For conferences she probes everything from women in tech to shadow markets and the terrorist threat.

### **A** James Lyne

Global Head of Security Research, Sophos



#### **CYBER SECURITY: THE INSIDE STORY**

James started working on government security when he was a teenager. TechWeek Europe now proclaims 'he may be the industry's first megastar' - consulting on strategy and severe incidents across the globe. In presentations James details investigations, highlights threats and reveals the realities of hacking, malware, trojans, phishing and denial of service. He also gives a live demonstration, ensuring delegates come away better informed about a very real danger.

### **B** Graham Cluley

Computer Security Blogger



#### **MINIMISING THE THREAT OF MALWARE**

Graham started work on anti-virus software 25 years ago, long before the term *cyber security* was coined. In a gripping presentation he describes the damage caused by targeted attacks - from theft of data and IP to loss of reputation. He reveals malware authors, how their attacks are changing and what we can do to prevent them. Meanwhile, if we wouldn't connect a laptop to the internet without security, why would we just plug in a smart fridge?

### **A** Lord (Jonathan) Evans KCB

Director General of M15, 2007-2013



#### **DEVISING A DEFENCE STRATEGY**

Jonathan led the UK security service through global economic crisis and the growing threat of terrorism. He also dealt with the risks digital infiltration posed to national security, infrastructure and the economy. Now advising the corporate world, Jonathan sets out the questions companies must address. What are we trying to protect? What's the nature and the scale of threat, and the acceptable level of risk? And where might we find unexpected weaknesses?

### **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.



# CONFERENCE SPEAKERS TECHNOLOGY & DATA SCIENCE

## 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*, p5

## 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 to tell stories with big data sets by transforming them into simple diagrams that tease out previously unseen patterns and make powerful connections.

See also *David Spiegelhalter*, p58

## C Orlando Machado

Chief Data Scientist, MoneySupermarket



### CUSTOMER SCIENCE

Orlando sees his mission as bringing data to life at the UK's biggest price comparison website, both to drive revenue and improve the customer experience. Orlando describes how rapid advances in processing are enabling organisations to learn ever more about customer behaviour online. This feeds in to product development and targeted communications, but it also raises questions about security and the balance between convenience and intrusiveness.

## D Blake Wooster

CEO, 21st Club



### USING DATA TO ACHIEVE A COMPETITIVE EDGE

Blake started out analysing performance at Wolves. He now helps football and other sports clubs around the world use data to train, spot and develop talent. Everything is logged (from distance covered to heart rate) to reveal strengths, weakness and discrepancies. 2016 takes him to the Ryder Cup with Team Europe. In his presentation Blake considers the value of data when success or failure rests on marginal gains and split second decisions.

See also *Greg Whyte*, p36

## C Scott Seaborn

Global Digital Strategy Director, Aimia



### ADOPTING NEW TECHNOLOGIES

Scott was Ogilvy's award-winning pioneer of digital advertising in the early days of mobile. He's now at the world's largest retail loyalty company - enabling clients to reach consumers at the optimum moment by connecting their data to their mobile GPS system. Scott shows how any organisation in any sector can use digital to drive relationships: "The challenge of adopting new technology and managing change is dwarfed by the risk of being left behind."

"There were actual gasps at some of his data revelations"

IQPC ON DAVID MCCANDLESS

# CONFERENCE SPEAKERS ENTREPRENEURS & INNOVATORS: MADE IN BRITAIN

**A** Stephen Attenborough  
Commercial Director, Virgin Galactic



## TURNING A DREAM INTO REALITY

As Virgin Galactic's first full-time employee, Stephen laid the foundations to turn one of the world's most ambitious projects into a profitable business in tune with the parent brand. Working alongside technical and engineering functions, he's responsible for sales and marketing, licensing and partnerships. Showing awe-inspiring film clips, Stephen describes the dawn of a new space age, and how huge innovations will affect conventional air travel.

See also Tony Anderson, p59

**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 that brand is a promise, not merely a logo: "It's about showing the authentic soul of your organisation and your community."

**C** Wilfred Emmanuel-Jones  
'The Black Farmer'



## CHALLENGING THE STATUS QUO

In his own words Wilfred is a 'poor boy, done good.' Unqualified but persistent, he made his way into TV and brought Gordon Ramsay to the screen. He then ignored the conventions of his race and upbringing, bought a small West Country farm and launched his sausage company. After recovering from a stem cell transplant, Wilfred has launched a new ad campaign and seized life with renewed zeal: "Victimhood is a dangerous trap, in individuals and in companies."

**B** Will Butler-Adams  
Managing Director, Brompton Bicycles



## THE MAKING OF BRITAIN

Brimful of passion for engineering, Will is helping to revive UK manufacturing prowess. Brompton design, produce and distribute 50,000+ folding bicycles each year from their London factory – with half the 1200 parts made onsite. Exports account for 80% of sales. With cycle hire stations, 9 Brompton Junction stores and retailers in 44 world markets, 2016 promises the addition of electric motors. Riding onto the stage, Will explains his belief in 'built-out' obsolescence.

See also Martin McCourt, p10

**C** Fraser Doherty  
Founder, SuperJam



## SUGAR-FREE ENTERPRISE

Using his grandmother's jam recipes Fraser set up in business at 14, secured his Waitrose listing at 18 and now supplies 2,000 outlets across the globe. He also runs SuperJam tea parties for the elderly and writes business books. In speeches Fraser describes how his sugar-free product got off the ground and shares his approach to branding, packaging and development. He also extols the role of social enterprise, "helping to turn the ordinary into extraordinary."

**A A** Tony Fernandes CBE  
CEO, AirAsia



## GROWING BUSINESS IN ASIA

Tony bought his airline business from the Malaysian government at its lowest ebb. Leasing was available, qualified staff were keen to work and within a year the company paid off its debts. He's now focused on expansion throughout the South East Asia region. In speeches Tony shares insights into growing an Asian business: seizing opportunity, creating a culture that allows innovation to flourish and leading the team through challenges big and small.

### JLA AUDIENCE TWEETS ON WILL BUTLER-ADAMS



Will Butler-Adams: "People want to deal with real people in business – and they want to have fun."

We're learning from a legend – so much talent & experience #FDE2016

"If you want to grow your business allow people to take control & delegate. Employ people who are better than you" #NCS2016

**B Kevin Gaskell**  
 CEO, Fairline Boats



#### FROM TURNAROUNDS TO START-UPS

Kevin headed UK operations for Porsche and BMW, overseeing a 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 29). 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. The leader's job is to create more leaders.

*See also Steve Bull, p35*

**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 vintage brand from scratch. He's also worked on East Village at the Olympic site, created the retro Dreamland Pleasure Park at Margate and introduced new uniforms for all London Transport staff. Wayne sees economic recovery offering opportunity for the creative; kiosks are one example, providing low-rent space for the next wave of designers.

*See also Will Gompertz, p59*

**A Deborah Meaden**  
 Investor & TV Dragon



#### TREATING CUSTOMERS AS FRIENDS

Deborah built three businesses before taking on the family's holiday parks empire. She concentrated on service, kept the most profitable locations and then sold her stake for over £110m. 2016 brings series 14 of Dragons' Den, adding to her £2.5m investments. 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 Patrick Grant**  
 Director, Norton & Sons



#### WHERE HERITAGE MEETS INNOVATION

Patrick began in engineering, but changed tack and took himself to Oxford's Saïd Business School. While there he spotted an opportunity to acquire an ailing 200-year old Savile Row tailor. Without any training in fashion, Patrick turned around the enterprise and tripled the number of suits it produces – though still in the hundreds. At the other end of the market he has also launched a Debenhams menswear range. Patrick explains where heritage meets innovation.

**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 with JO LOVES and a business advice column in the Evening Standard. In presentations she explores success and failure – confessing her need to rock the boat. Jo offers her take on growing any enterprise: "Ensure your team feel secure, but encourage them to take risks. Only then can you reach a new level."

**B Baroness (Michelle) Mone OBE**  
 Entrepreneur, Mentor & Government Advisor



#### ESTABLISHING A NICHE BRAND

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 the lingerie business and written an emotional autobiography – *My Fight To The Top*. As well as mentoring, 2016 sees Michelle deliver her small business review for Government. In speeches she tells a tale of setbacks and publicity coups, and what can happen "if you have fire in your belly."

*See also Hilary Devey, p111*

#### JLA AUDIENCE TWEETS ON DEBORAH MEADEN



*Really inspiring talk by Deborah Meaden. Let every person you meet inspire you #ArlaConf2016*

*Great #Motivational speech encouraging businesses to push boundaries & take action*

*Listening to brilliant talk. There be dragons at #ArlaConf2016!!!*



**A Richard Reed**  
Co-founder, Innocent



#### KEEP IT SIMPLE AND EMOTIONAL

Richard left advertising to set up a fresh fruit juice business; Innocent went on to achieve huge growth before selling to Coca-Cola. Richard now works with a new wave of entrepreneurs. In speeches he argues for a simple mission, emotional appeal and work on the small details: 'enjoy by' instead of 'use by' dates. Recruit entrepreneurial types with a 'yes' mentality, show zero tolerance to those with conflicting values, and borrow ideas from anywhere and everywhere.

See also Hamish Taylor, p54

**B Josh Valman**  
Design & Manufacturing Strategist



#### THINKING DIFFERENTLY

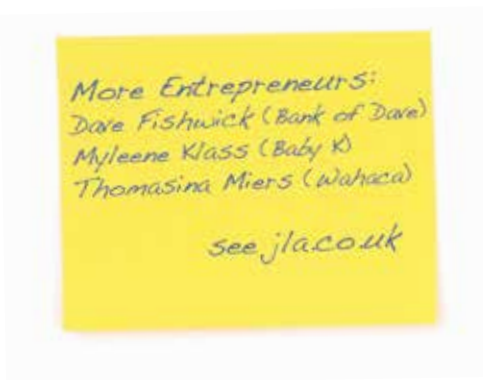
At 13 Josh used his savings to get a Chinese factory to make his first robot. By 15 he was freelancing as a supply chain and engineering expert. He now runs a design and manufacturing firm using factories in 40 countries. He turns 22 in 2016. In presentations Josh shows how creativity lets you see opportunity where others see obstacles. Innovation stems from stepping outside traditional corporate structures, honing skill sets and recognising good from bad disruption.

**B Nick Wheeler**  
Founder, Charles Tyrwhitt



#### DISCOUNTING, CHOICE & TRANSPARENCY

Nick launched Charles Tyrwhitt (his middle names) as a mail order company, in the belief that men got bored with shopping. Half all sales were for business shirts. Today most trade is online and at 24 stores in the UK and US, with regular promotional discounts. 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.



"Boom or bust, peace or war, the world keeps spinning and business goes on. Economic pundits would have us think that the drama of the moment will do for us all, but that isn't what determines whether most companies will succeed or fail in their objectives.

No matter what the external factors, profit or loss is determined by things closer to home: vision, leadership and the business plan. That said, there are two present challenges.

The world is one big marketplace, yet the UK is woefully poor when it comes to exporting. Given we're supposed to be a nation of adventurers, we have an irrational fear of export. We over think, over research and over plan it.

Secondly, businesses need to innovate to overcome the barriers to entry. For many this conjures up images of Emmett Brown in Back to the Future, but it goes wider and deeper than invention. It's about how you treat your team, what you stand for, your distribution and your knowhow.

It's about being unafraid, taking risks in developing your product. That's exactly what we're doing at Brompton Bicycles. For us, success has little or no connection to 'global conditions.' Success is what you make of it."

WILL BUTLER-ADAMS

"He embodied our conference theme – everyone was fascinated"

CEDA ON JOSH VALMAN

**JLA SPEAKERS BREAKFAST**

"Your limits, like your fears, are largely self-imposed: an illusion. It's extraordinary what you can do when you're pushed. What it boils down to is identity – rules and boundaries that come from representing something bigger than you. For me, that identity was the Marines."

**MONTY HALLS**

"Captivating, inspiring, energetic and funny - with stunning visuals. He was tops!"

CORENET GLOBAL

# CONFERENCE SPEAKERS

## MOTIVATION: COMPETING IN THE GLOBAL RACE

### ADVENTURE

**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 British children to African classrooms with Channel 4, 2016 brings Alan's biggest adventure yet, and a new book: *Lead Yourself To Success*. In presentations he emphasises the need to question norms, build total trust and make decisions purely based on the facts. Alan also advocates leading *from behind*.

**D Tori James**  
Adventurer



#### WORKING TOWARDS A CLEAR GOAL

Tori is the youngest British woman to climb Everest. She's since completed Beeline Britain: hiking, cycling and kayaking from Lands End to John O'Groats *in a straight line*. In 2016 Tori heads a 60-day adventure for the Duke of Edinburgh Awards' anniversary. She describes the exhilaration of -40° storms, working as a team with a shared objective, racing through polar bear territory, breaking records (she has three) and above all, returning in one piece.

**A Lewis Pugh**  
Endurance Swimmer & Campaigner



#### UNLOCKING THE IMPOSSIBLE

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. 2016 sees him push for the protection of Ross Sea in Antarctica (25 countries agree, only Russia remains to be persuaded). Lewis reveals his survival methods, examines how to deal with failure and success, and shares tips for taking on daunting challenges.

**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 thought to be the cradle of civilisation. He's also shown off his survival skills in Great Escapes. 2016 brings another TV series, The Great Shark Chase, and a leadership syllabus for schools. Monty shows how we behave under stress, how we all have a niche within the team – and how to get past the 'red star' moment when we have to decide whether to give up or persevere.

**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 since taken 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.

**A Levison Wood**  
Author, *Walking The Nile & The Himalayas*



#### LEARNING TO BE RESOURCEFUL

When he left the Parachute Regiment, Lev 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.

See also Benedict Allen, p103

#### JLA AUDIENCE TWEETS ON LEVISON WOOD



Seriously good looking  
(and interesting too)  
#ACEEurope2016

"There is no problem so  
bad you can't make it  
worse" #loveit

"The most dangerous place  
in Africa is between the  
hippo and the water"

+ Evergreen Adventurers  
Benedict Allen  
Andy Cave  
Bear Grylls  
Miles Hilton-Barber  
Manley Hopkinson  
see jla.co.uk

**SPORT**
**M** Mark Beaumont  
 Round the World Cyclist

**BIG GOALS & MANAGEABLE TARGETS**

In an extraordinary show of endurance, Mark cycled around the world in 194 days, taking 81 days off the record. In 2015 he smashed the Cairo-to-Cape Town route by 17 days, ascending 190,000 feet during 439 hours in the saddle. His approach is straightforward: "Test your limits - but don't allow the big picture to frighten you. Devise a series of manageable targets, develop consistent work output, and teach yourself to calculate and control the risks."

**B** Sean Fitzpatrick  
 Former All Blacks Captain

**BENCHMARKING AGAINST THE BEST**

Sean is one of the greatest rugby players of all time – and one of the most capped hookers. 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.

**C** Jason Gardener MBE  
 President, UK Athletics

**DEDICATION, DISCIPLINE AND TALENT**

As well as powering his way to 4x100m relay gold in Athens, Jason won the World Indoor title at 60m. He has gone on to help secure London's bid to host the 2017 World Championships and spearhead the chase for medals. As one of a small number to run 100m in under 10 seconds, Jason sets out what it takes to get to the top in an elite team: "Make the most of your talent, grab each opportunity, learn to bounce back and plan to peak at exactly the right moment."

**B** James Cracknell OBE  
 Gold medallist turned adventurer

**RIISING TO THE CHALLENGE**

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. In their next challenge (to run, swim and cycle across the States), James was very nearly killed by a truck. He endured a gruelling physical and neurological recovery – then took part in the coldest race on earth. James explains why we should all continue to test our limits.

See also Matt Pinsent, p110

**C** Mark Gallagher  
 Chair, F1 Safety Working Group

**THE BUSINESS OF WINNING GRAND PRIX**

Mark held senior positions at Jordan, Red Bull and Cosworth before establishing his own team in GP2 – the F1 feeder series. Now on the BBC's commentary staff, Mark shows that we can learn valuable lessons on productivity from pitstops, where the entire crew share one ambition. He also reveals how motorsport benefits other industries. (Mark gives a stand-alone presentation, or appears in Q&A format with Mika Häkkinen, David Coulthard or Mark Webber.)

**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 track he has become a polished presenter and linchpin of BBC's Olympics coverage. In speeches Colin sets out his winning formula, mental visualisation techniques and the unwavering dedication you need to stay at the top of your game.

See also Steve Cram, p107

**"Our key messages were perfectly delivered – outstanding"**

PFIZER ON MARK GALLAGHER



## OLYMPIC HEROES

**B** Rebecca Adlington OBE  
Swimming Heroine**INSPIRING THE NEXT GENERATION**

Becky swam in her first Olympics in Beijing. She won both 400m and 800m freestyle events, becoming the first woman to take swimming gold for Great Britain in forty years, and the first in a century to scoop two victories at a single Games. She secured two bronzes in London, added World and Commonwealth 800m titles, then retired at the age of 23. As she explains, Becky now wants to ensure every UK child can swim 25 metres by the time they leave primary school.

**B** Dame 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 guidebook *Just Go For It*. In speeches she exudes passion, spirit and positivity.

**B** Greg Rutherford MBE  
Long Jump Champion**TAKING ON YOUR PERSONAL BEST**

Without a big sponsor, Greg drummed up support in his community to pursue his dream. He then earned instant fame by becoming the first Briton to win the Olympic long jump in half a century. He thought he should have gone farther; it wasn't even a personal best. After Rio, Greg turns his attention to the 2017 World Championships in London. With humour and humility he speaks about looking for improvement, staying focused and managing pressure.

**B** Katherine Grainger CBE  
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 talks about the decision to bid for gold again at Rio. She describes the fear and excitement, and explains how the ability to identify and exploit opportunities pays off when you compete at the highest level.

**AA** 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, he's taken up rallying with 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.

See also AP McCoy, p108

**B** Sarah Storey OBE  
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.

**JLA AUDIENCE TWEETS ON CHRIS HOY**

Highlight of Birmingham  
engineering exhibition  
today was Chris Hoy

3 tips for success @MACHexhibition  
Aim high, make a plan, focus on  
process not outcome

Inspired presentation - think  
I might start a programme of  
aggregated marginal gains!



**MARC PRIESTLEY**

"Really aligned with our goals"  
ASTRAZENECA

## SPORT

**A Brian O'Driscoll (Ireland)**  
Rugby Legend



#### CHANGING CULTURE & TAKING OWNERSHIP

Brian is an internationally renowned rugby star, one of the finest centres in the game – and arguably the greatest ever Irish player. He competed in the World Cup, the Six Nations and Heineken Cup, and was the first Irish Lions leader for decades before dislocating a shoulder in New Zealand. He is now on the board bidding to host the 2023 World Cup, to be declared in 2017. In speeches Brian talks about culture change and the need for leadership at all levels.

**B Stuart Pearce MBE**  
England Defender & Manager



#### DELIVERING YOUR BEST

Stuart moved up the ranks from non-league football to playing for England and managing both U21 and Team GB squads, and Manchester City. He is used to working under pressure: famously missing a penalty at Italia 90, scoring at Euro 96 – and deciding not to pick an out-of-form Beckham at London 2012. Stuart talks from hard-earned experience about beating his doubts, taking big risks, making tough decisions and “delivering your best to your employers.”

**B Howard Webb MBE**  
Football Referee



#### TAKING CHARGE

After officiating at every level, Howard became the first football referee to oversee Champions' League and World Cup finals in the same year. He compares it to any other management role: it's about reading a situation and making quick decisions (often when the issue isn't black and white). You must make sure you are credible and prepared – but accept variables outside your control. Howard also explores how you use different techniques for different players.

**D Nigel Owens**  
Rugby Referee



#### BEING FIRM, FAIR... AND FUNNY

The World Cup Final referee is widely considered to be the best referee in rugby union. He implements rules fairly but allows the game to flow; he imposes his authority – but he isn't afraid to show a sense of humour on the pitch. He's also the only openly gay official in what's seen as an especially macho sport. In speeches Nigel talks about the hurdles he had to overcome, and the skills you require to make tough decisions with tough characters.

**C 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 2016 Marc focuses on the new electrically-powered Formula E, showcasing the latest British racing technology.

See also Martin Elliott, p55

#### JLA AUDIENCE TWEETS ON MARC PRIESTLEY



Marc Priestley on small incremental changes making huge differences

Speaker today on how Formula1 teams can manage risk. Good choice!

WOW! Great thought leadership session: marginal gains, change and 'listening' #F1







#### JLA SPEAKERS BREAKFAST

"My family was still in turmoil after my brother's murder, but cricket eventually provided me with a way to deal with it. The support I received was staggering. My perspective changed and I began to see difficult processes as challenges. All my expectations were blown away and yes, I became a member of the England team that went on to win the World Cup."

## EBONY RAINFORD-BRENT

AT THE JLA SPEAKERS BREAKFAST



## COACHES, WRITERS & PSYCHOLOGISTS

### **A A** Sir Dave Brailsford CBE

Manager, Team Sky



#### **PODIUM COACHING**

Dave led the GB cycling squad to eight gold medals in Beijing and London. He also coached Wiggins and Froome to Tour de France victory. Dave explains that "You don't make winners, you help them focus and optimise their natural talent." Leaders have to learn to deal with different people, get them to put aside any issues they might have with one another, create the right environment for them to do their job and push for constant, marginal improvement.

See also Margaret Heffernan, p5

### **A** Dr Steve Peters

Head of Sports Psychology, UK Athletics



#### **DEVELOPING A WINNING EDGE**

As the resident psychologist at GB cycling, Steve was described as a genius. 2016 sees him work in several sports at Rio. 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 helps you realise there's a different perspective, a new set of skills to develop to move you in the right direction.

### **C** Ebony Rainford-Brent

Director of Cricket



#### **SEEING THROUGH A DIFFERENT LENS**

Ebony threw herself into sport as a way of escaping the environment in which her brother was stabbed. She became the first black woman to play cricket for England, retaining the Ashes and winning the World Cup and Twenty20 in a single year. She is now TMS' first female analyst and Director of Women's Cricket at Surrey, training and mentoring management and players. Ebony encourages us to challenge ourselves and learn to see through a different lens.

See also Andrew Strauss, p11

### **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.

### **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.

### **D** Ed Smith

Columnist & Former England Cricketer



#### **WHAT SPORT TELLS US ABOUT LIFE**

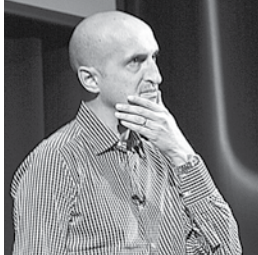
Ed scored six centuries in a single month, including an innings of 203. He went on to captain Middlesex and represent England, until injury ended his career. He's since become a Times feature writer and author of books about the lessons we can draw from sport - and the importance of luck. In speeches Ed explains why pep talks can sometimes be counter-productive, why amateurism is good (if it means having fun) and why luck should be recognised for what it is.

See also John Amaechi, p53

"He delivered real insight – very relevant to business performance"

ORACLE ON DAVE BRAILSFORD

Also available for Q&A:  
Eddie Jones

**COACHES, WRITERS & PSYCHOLOGISTS**
**B Matthew Syed**  
 Author & Times Columnist

**BLACK BOX THINKING**

Matthew was England's No.1 table tennis player. He is now better known as Beckham's ghostwriter and author of bestsellers *Bounce* and *Black Box Thinking*. 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.

**C Adrian Webster**  
 Motivator & Author

**MAKING THE ORDINARY EXTRAORDINARY**

Adrian revealed the characters to be found in every workplace in *Polar Bear Pirates*. He's since published *The Quest To Engage The Sleepwalkers*: "To release dormant talent you must involve the Amps, energise the Vamps and encourage true corkscrew thinking." Adrian's methods were born from the need to drive his own sales team without a huge training budget. In an entertaining presentation he offers practical tips to put customers at the heart of every action.

**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. 2016 sees a new exercise book and a host of challenges in aid of Sport Relief. In speeches Greg demonstrates that success is not a question of chance, as with the four remarkable women who came to him wanting to cross the English Channel.

**A Sir Clive Woodward OBE**  
 Legendary Coach

**THE DNA OF A CHAMPION**

The nation held its collective breath as Clive's men fulfilled their promise and clinched the World Cup. He's since helped elite athletes and launched an app to capture and share any knowledge. 2016 sees him work in women's golf and TV punditry, and create a high altitude training centre. In presentations Clive demonstrates the power of collaborative leadership and a winning mindset. He also uncovers the DNA of a champion, which goes way beyond talent.

**WORDS TO THE WISE...**

**JLA AGENT MARK TRUMAN**  
**RECOMMENDATION**  
 ON STEVE PETERS

"When Chris Hoy, Bradley Wiggins and Victoria Pendleton all put their success down to one psychologist's 'mind management' techniques, it doesn't take a great leap to see that corporate audiences want to hear what they can learn about their own fears from Steve Peters. In a nutshell, he's a real game changer. The question is, can you keep *your* inner chimp in its cage, and perform under intense pressure?"


**JLA AGENT JONATHAN STEWART**  
**RECOMMENDATION**  
 ON MATTHEW SYED

"Syed may seem provocative at first, but his ideas are intelligent, articulate and thought provoking. It's a masterfully crafted speech, pulling delegates onside and taking them on a journey with real relevance to their business. The questions they ask afterwards are a testament to the level of engagement he achieves."

**GO TO [JLA.CO.UK](http://JLA.CO.UK) FOR MANY MORE AGENT RECOMMENDATIONS**

**JLA AUDIENCE TWEETS ON MATTHEW SYED**


"Get young people to think of the brain as muscle. Rather than being born with maths talent, it's a muscle to work on" #APMConf

Brilliantly ridiculing the idea that great footballers are made by their right foot!

Syed dispels the Talent Myth #apmconf - what a brilliant gift for storytelling

## OVERCOMING ADVERSITY

**B** Carlos Acosta CBE  
Cuban Ballet Legend



### 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 might provide the discipline to keep him away from trouble. He rose to become Principal Guest Artist at The Royal Ballet. 2016 sees his dream of setting up a company in Cuba come to fruition. Reaching beyond dance enthusiasts, Carlos encourages all delegates to harness their strengths.

**C** Mark Colbourne MBE  
Champion Cyclist



### ADAPTING TO CHANGED CIRCUMSTANCES

When a paragliding accident left Mark paralysed in his lower legs, he refused to be defined by his injury and took to cycling. Within three years he'd become World Champion and a Paralympic gold medalist. In his presentation Mark describes how he was able to adapt to changed circumstances – making slight but constant progress and surrounding himself with the right people. He shows that we can all tap into our potential given support and a positive attitude.

**D** Giles Duley  
NGO Photographer



### BECOMING THE STORY

Giles was dissatisfied with his work snapping models so he changed tack to focus on humanitarian stories. He went to Sudan and Afghanistan to document the lives of those caught up in conflict, but while out on patrol with US troops he stepped on an IED. He lost both legs and an arm. His first thought was to check his eyes and his right arm to make sure he could still take photographs. With a special tripod, Giles is now back on the front line, 'half-man, half camera.'

See also Sean Langan, p103

**B** Ade Adepitan MBE  
Presenter & Paralympian



### BREAKING THROUGH BOUNDARIES

After being afflicted with polio as a youngster, Ade refused to let disability get in the way of his love for sport and became 'the Michael Jordan of wheelchair basketball.' He represented GB at the European and World Championships, and won Paralympic bronze. He has since trekked through rainforests and hauled himself to the top of a 5,000' volcano. Ade describes how he realised his condition wasn't a big obstacle, and how we can all set our own boundaries.

**C** Karen Darke  
Para-cyclist & Mountaineer



### FINDING THE STRENGTH TO SUCCEED

Karen has kayaked through Alaska's Inner Passage and cycled from Tibet to Nepal, in spite of paralysis from the chest down. After claiming silver in London she squeezed in (and filmed) an Iron Man contest as part of her build up to Rio. Karen shows how we can best understand ourselves and others by attempting challenges. The emotions they untap aren't signs of weakness, they help us heal: "Listening to yourself and dealing with fear makes you stronger."

**D** Dan Eley  
Fundraiser



### OVERCOMING 'IMPOSSIBLE' OBSTACLES

Dan was a charity worker in South America when a freak diving accident in the Colombian Amazon left him paralysed. Local doctors said he'd never walk or use his hands again. After three cardiac arrests they suggested a 'do not resuscitate' order; instead Dan's friends raised money to bring him home. He's since set up a fund to help train impoverished children in Colombia. Walking onstage with his 'bionic' legs, he shows how to achieve the seemingly impossible.

#### JLA AUDIENCE TWEETS ON CARLOS ACOSTA



Amazing hearing trailblazer  
Acosta and seeing his incredible  
dancing #WCPC15

A man on a mission  
to realise ambition

Story of ultimate  
mental toughness  
from Carlos Acosta

**OVERCOMING ADVERSITY**
**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."

*See also Sarah Storey, p31*
**B Katie Piper**

Former Model &amp; Presenter, Bodyshockers


**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 wear a pressurised mask 23 hours each day. She is now rebuilding her life after more than 70 operations and countless therapies, but still faces challenges. Katie talks about survival techniques, knowing your limits and challenging people's preconceptions.

**C Marc Woods**

Paralympic Gold Medallist


**LISTENING & LEARNING FROM FEEDBACK**

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 explains how athletes want feedback but in business we (wrongly) see it as a criticism.

**B Fabrice Muamba**

Footballer turned Campaigner


**RETAINING THE FIGHTING SPIRIT**

Fabrice played for Arsenal, Birmingham and Bolton, where he was named Player of the Season. Then, in the middle of an FA Cup quarter final at Tottenham, he suddenly collapsed. His heart stopped, and didn't start again for 78 minutes - due to an undetectable congenital defect. He was forced to retire from the game, but he's now commentating and coaching at Liverpool. Fabrice tells an uplifting story: from child refugee to football star to passionate campaigner.

**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. Within months he could run 100 miles. His ambition is to achieve a record 54 back-to-back marathons. In the meantime he is working on wearable tech in an attempt to become the first blind person to run solo across a desert. Simon tells a life-enhancing story of determination, endurance and inventiveness.

**C Martine Wright**

7/7 Survivor &amp; 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 caps in sitting volleyball. The former marketing manager addresses change, goal-setting and diversity.

*See also Wilfred Emmanuel-Jones, p25*
**JLA AUDIENCE TWEETS ON MARC WOODS**


Great motivational talk by Marc Woods  
 - the whole team must have same objective,  
 use imaginary curtain to blank out noise



## 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 that has trained Afghans and helped 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 Richard Shirreff, p11

**C Major Chris Hunter**  
Counter-terrorism Consultant



### PUTTING FEAR TO GOOD USE

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 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. 2016 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.

**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 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." 2016 sees a new book – *Man Up!*

**C Simon Weston CBE**  
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.

"His stories will live long in our memories!"

KPMG ON RICHARD VILLAR

ASK YOUR JLA AGENT FOR A  SNIPPET OF MOTIVATIONAL SPEAKERS

**MOTIVATIONAL, TEAMBUILDING & TRAINING WORKSHOPS**
**C Blue Beetle**  
 Actor-Trainers

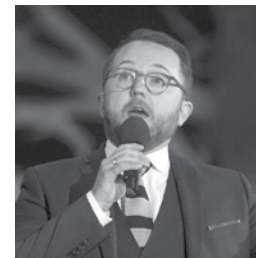
**CHANGING BEHAVIOURS**

Training often uses case studies, but rarely are they enacted in front of you and based on specific issues facing your organisation. A group of actor-trainers, schooled in HRD, illustrate the behaviours impeding progress. After witnessing distinctly imperfect (often comical) scenarios on everything from how we react to change to absenteeism, group brainstorming and customer service, delegates are invited to direct the action themselves.

**C Dr Ed Coats**  
 Obstetrician & Adventurer

**MINDFULNESS & STORYTELLING**

Ed was chosen to join Cracknell and Fogle in a race to the South Pole. They skied for 16 hours each day and came in second – without any polar experience. In his workshop the hospital doctor uses storytelling and mindfulness techniques to give participants the tools to embrace challenge and live for the moment. Ed shows how exploring our feelings, opening up to change, managing criticism and agreeing short-term goals helps us withstand extreme pressure.

**D Tim Rhys-Evans MBE**  
 Conductor & Vocal Coach

**CREATING PERFECT HARMONY**

Tim started his first choral group at 14. He went on to form Only Men Aloud, in the hope of preserving and updating the traditional Welsh male voice choir. Since winning a high profile BBC contest, OMA have toured the world and performed just as the Olympic flame was lit in London. In workshops Tim takes the group through breathing exercises and rudimentary harmonies before perfecting their own rendition of a classic – breaking down all kinds of barriers.

**D Benet Brandreth**  
 Barrister & Speaking Coach

**THE ART OF WINNING THE ARGUMENT**

As a trial advocate Benet specialises in intellectual property rights. As a Brandreth, it's no surprise that he's also a former World Public Speaking Champion. In his 'art of rhetoric' workshop Benet combines his barrister's experience with classical Greek theory to help business people develop a winning argument. After agreeing what to say, the reasoning and how to order it, he shows how to memorise the building blocks, keep it simple and use repetition as a tool.

**B Ben Hunt-Davis**  
 Olympic Oarsman

**WILL THIS MAKE THE BOAT GO FASTER?**

Ben spent nine years as a member of the GB rowing team. He competed at six World Championships and three Olympic Games – culminating in a gold medal. Before they did anything at training the crew would ask themselves: "Will this make the boat go faster?" Ben encourages workshop participants to apply the same question to their own goals. He demonstrates that if the entire organisation is clear about its aims and how to get them, they can be unbeatable.

**B Michel Roux Jnr**  
 2 Star Michelin Chef

**LEARNING FROM THE MASTER**

Michel has worked his way up his family's restaurant empire, taking time out to study to be an accountant. When his uncle Albert retired, he became head chef at Le Gavroche. (He's also an accomplished presenter and veteran of 20 London marathons.) Michel offers workshops in his London kitchen or any appropriate venue, either for client hospitality or team-building. Brimful of passion, he passes on tips and tells stories as he helps guests to create their own masterpiece.

**“He brought out the best in everyone. Rehearsing was inspirational and fun – the final performance was the highlight of the conference”**

ST JAMES'S PLACE ON TIM RHYS-EVANS



## MICHEL ROUX Jnr

"Engaging, humorous and adaptable – a wonderful teacher"

STANDARD BANK

# 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* and an advisor to John McDonnell. Danny has warned that opposition to austerity isn't enough without an alternative policy: Labour needs to "get real, understand that markets work, and learn fast." 2016 sees him conduct their review of the BoE remit. As a specialist in 'the everyday economics of people' Danny focuses on real data, instead of forecasts.

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



### GLOBAL UPHEAVAL

As well as serving under George Bush Sr, 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 and geopolitical issues, like the crisis in Syria, and the impact they have on financial markets and business strategy. In 2016 he also looks at what's at stake for banks, manufacturers and tech in the US Presidential race.

**B Rt Hon Ken Clarke QC MP**  
Long-serving Cabinet Minister



### THE BIG EXTERNAL THREATS

Ken has served every Conservative Government from Heath to Cameron, laying foundations for growth as Chancellor under John Major. He argues that the big global problems are deficit and debt, which have to be addressed. In the meantime Eurozone prospects are good; the politics around cheap oil (and how we handle the various players) matter far more than the economics; and President Xi will stick to his five year plan – but China must lift restrictions to flourish.

**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. In *The Trouble With Europe*, he explores the Greek crisis, immigration and policy dilemmas facing the ECB. Roger acknowledges that there can be no authoritative account of the costs and benefits of EU membership, because the issues are swathed in uncertainty, "but we do know that the wilder claims on both sides are hogwash."

**C Frances Cairncross CBE**  
Interim Director, NIESR



### 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. She also suggests that we may find we haven't measured productivity very well, complicated by the proportion of GDP coming from services – and the difficulty of calculating the impact of the digital world.

**D Philip Coggan**  
Capital Markets Editor, *The Economist*



### BEYOND THE NUMBERS

Since revealing the illusions behind the crash and its ramifications in *Paper Promises*, Philip has published a new edition of *Money Machine* – with an overview of the London markets. In speeches Philip weighs up the outlook for equities, bonds and currencies. What does the Brexit debate and the rise in protest parties tell us about the future for globalisation? And given continuing low rates, what are the consequences for insurance companies and pension funds?



## THE VIEW FROM THE EUROZONE

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



### THE CHALLENGE OF EUROPEAN INTEGRATION

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 Belgian PM & EC President



### LEADING THE CHARGE FOR GROWTH

Van Rompuy spent five years in the cockpit of global politics as President of the European Council, tasked with aligning EU Heads of State. Against a backdrop of protest and spreading 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 with your own hand on the door handle?”

**A Guy Verhofstadt MEP (Belgium)**  
Leader, ALDE



### THE FEDERAL SOLUTION

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.

**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?

**A A Yanis Varoufakis (Greece)**  
Former Greek Finance Minister



### FROM TECHNOCRACY TO DEMOCRACY?

Yanis Varoufakis is an academic economist who rose to prominence as Syriza Finance Minister. He argues that, unlike nation states, the EU started as a cartel for industry. As it grew, technocrats ensured that it became less democratic – to the point of imposing “competitive austerity.” 2016 sees Varoufakis launch a Democracy in Europe Movement, aiming to create a sovereign parliament that respects national self-determination by 2025. He admits it’s utopian.

#### JLA AUDIENCE TWEETS ON YANIS VAROUFAKIS



Academy zone packed for Yanis Varoufakis interview with chief exec

“We’re on the Titanic, headed for an iceberg, and everyone is arguing about the plumbing” #PLSAinvest

A very impressive speaker with some really thought-provoking ideas



**A Lord (Alistair) Darling**  
 Chancellor of the Exchequer 2007-2010



#### RESTORING STABILITY

Alistair Darling served as Chancellor during the most turbulent and far-reaching economic crisis the world had seen for 60 years. He played an important role in restoring stability to global markets, then fronted the campaign for Scotland to remain part of the UK. He now sits on the board of Morgan Stanley. Alistair argues that the longer the 'bloodletting' of austerity continues for Eurozone countries struggling to make ends meet, the weaker the patient will become.

**A Stéphane Garelli (Switzerland)**  
 Professor, IIMD



#### COMPETING IN THE GLOBAL RACE

The Director of the World Competitiveness Centre and former MD of Davos sets out the challenge for 2016. Describing a *low visibility* landscape, his focus is on how companies and countries compete in and open international markets. Stéphane sees cash for M&A, industries consolidating, growing *uberisation* (consumer-to-consumer), and an oil and commodity price war clearing out expensive producers. The new mindset: break the rules but not the principles.

**B Robert Guest**  
 Foreign Editor, The Economist



#### GLOBAL TRENDS

Robert has reported from 70 countries. He has also served as Business Editor and showed how migration makes the world "brainier" in *Borderless Economics*. Robert keeps close watch on global trends as well as US and European economies. He is upbeat on India and Indonesia, and open-minded about Saudi signs of opening up. He also sheds light on the economic challenges facing 1.8 billion Millennials, with public spending favouring the old over the young.

**A A Niall Ferguson (US)**  
 Professor of History, Harvard



#### WHAT HISTORY TELLS US ABOUT THE FUTURE

Combining appointments in the US and China, Niall is regarded as the world's most influential economic historian. He considers what we learn from the past about the relationship between finance and politics, the strengths and limitations of global power – and the case for radical institutional reform. In speeches Niall weighs up the tech revolution from a historical perspective, observes how companies rise and fall, and asks whether this really is the Chinese century.

**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.

**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 low oil prices, access to pension pots and an entrepreneurial boom with London working as a magnet for the world's talent, Anthony believes that conditions exist for a long period of UK growth, "so long as politicians don't muck it up." In his view Brexit was an ill-conceived idea and a huge leap into the unknown.



## ALISTAIR DARLING

"An expert, enthralling presentation of the facts and figures – a major coup"

FRP ON ALISTAIR DARLING

# THE WORLD IN 2016-2017

## WILLIAM HAGUE (Page 6)

### FOUR MASSIVE FORCES AT WORK

Powerful trends are shaping events at a pace and on a scale that political leaders find extremely difficult to control.

The Information Revolution brings huge benefits – but it also fuels demands for accountability in government that bring instability where such virtues are lacking. Second is the rise of religious intolerance.

Thirdly, you need only add up the numbers to see that Europe's initial response to the current migration crisis was unsustainable. The *population increase* in Africa and the Middle East over the next 30 years is likely to be twice the population of Europe as it stands today. The need to stem what could be one of the largest movements of people in history will lead to new interventions by the US and Europe in an effort to stabilise countries facing crisis or collapse.

Another force at work is multi-polarity: more centres of decision taking. In itself that does not make major breakthroughs impossible, but it does make them harder – as with Syria.

None of this should make us pessimistic. Great diplomatic strides have been made in relations with Iran and Cuba, and ending the decades-long conflict in Columbia.

### A JOHN RYDING (US)

John served at the New York Fed and Bear Stearns before co-founding a macroeconomic consultancy. He is known for anticipating changes in monetary policy and movements in growth, inflation, equity prices and bond yields.

### A A ANDRES OPPENHEIMER (US)

The Miami Herald Latin America Editor and Pulitzer Prize winner is syndicated across 40 US and South American newspapers. His books include *Castro's Final Hour* and *Mexico's Road to Prosperity*. Andres reveals the scale of change in the region.



**C FABIAN ZULEEG (Belgium)**

As European Policy Centre Chief Economist, Fabian is responsible for research on the digital single market, labour, health, energy and the environment. He sees the EU in a perfect storm, struggling to maintain its economic and social model.

**B SIR DAVID REDDAWAY KCMG MBE**

David restored British presence in Tehran and served as Special Representative for Afghanistan before he became Ambassador to Turkey. He gives rare insight into the Turkish perspective and systemic instability across the Middle East.

**B DAVID PILLING**

The FT Asia Editor interviews weather-makers from Ai Weiwei to Aung San Suu Kyi. He's also written about Japan's isolation in Bending Adversity. David scans the region from China and South Korea to Thailand and Indonesia.

**JAMES KYNGE (Page 48)****CHINA AND THE EMERGING MARKETS**

China will remain the engine of growth as far as GDP is concerned. But this doesn't tell the full story, nor does it illuminate China's overarching impact on the world.

Vast industrial overcapacity is causing a deflationary draught unsettling the Asian region; and huge capital outflows are depressing the renminbi's value and putting pressure on regional currencies. Sliding investment growth is hobbling demand for commodities, which in turn brings economic strife in many commodity exporting countries.

But despite all the pressures, China is not collapsing. The narrative is not meltdown in slow motion. It's a transition from old heavy industry to an emerging consumer led service economy. The problem is that it will take five years, possibly a decade. Until then China will continue to exert a volatile influence on the global economy.

This makes it a tricky year for investors. Most attractive will be emerging markets that run a current account surplus, and net oil importers that focus on manufacturing with relatively low debt to GDP levels. They include Vietnam, The Philippines and India.

**C PROF. STEPHEN CHAN OBE**

The SOAS academic advises ministers, corporations and peacekeepers on Africa. Stephen highlights the risks, compares investment models, warns against 'tailored' democracies, assesses infrastructure and looks at the new entrepreneurs.

**A PROF. ANIL GUPTA (US)**

The author of *Getting China and India Right* serves on the World Economic Forum Council on Emerging Multinationals. With Modi enjoying 7% growth, the two powerhouses will realise the gains to be had from trading with one another.



## CONFERENCE SPEAKERS

### THE ECONOMY: WHAT'S AROUND THE CORNER?

#### 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. He considers the risks the Chancellor is running with the public finances, the chance he will break his own rules, the impact of low oil prices and a jittery stock market, and the uncertain outlook for tax revenues. Paul also looks at a genuine revolution in the role of local government, with central spending focused on health and pensions – but not much else.

#### C James Kynge

Emerging Markets Editor, Financial Times



#### CHINA'S IMPACT ON THE WORLD

With two decades' experience in the region, James has witnessed China's transition first hand and seen its influence on exports, brands and treasury bonds. The author of *China Shakes The World* uncovers the stories as they unfold – from overcapacity to capital outflows and a falling renminbi. He believes it's part of the transformation into a consumer-led economy. Robert also examines Chinese outbound investment, including expansion along a new Silk Road.

#### D Joe Lynam

BBC Business Correspondent



#### THE PROBLEM WITH PRESENTEEISM

Before joining the business unit, Joe ran a chain of restaurants in Germany. As a result, for a journalist he is unusually familiar with everyday business life. He believes that unlike continental Europeans, who fear changes like the growing sharing economy, the UK is well placed to reap the rewards. That said, he also sees Britain suffering from *presenteeism* (sitting at our desks cruising Facebook), and producing less per hour than we could in a structured workplace.

#### 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* and *Other People's Money*. Rather than drawing on macroeconomic developments, John's presentations focus on the bigger themes: the future of capitalism, the role of business in society, structural changes in firms, industries and markets – 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

Norman Lamont occupied No.11 in the 1990s, later described as the most effective Chancellor since the war. As well as reporting on the housing crisis with the Lords' Economic Select Committee, 2016 brings a new role as UK Trade Envoy to Iran, in which he has long-standing expertise; he regards it as the biggest opportunity since the downfall of the Soviet Union. Norman has also represented the UK in official 'war games' on the aftermath of the EU referendum.

Ask about US Big Hitters...

Tim Geithner  
Paul Krugman  
Michael Porter  
Ken Rogoff  
Nouriel Roubini  
Joe Stiglitz  
Larry Summers

More UK Economists...

Stephanie Flanders  
Gerard Lyons  
Roger Martin-Fagg  
Zanny Minton-Beddoes  
Dambisa Moyo  
Gillian Tett  
Martin Wolf

at jla.co.uk

“Excellent – very knowledgeable and very approachable”

BARCLAYS CAPITAL ON JAMES KYNGE

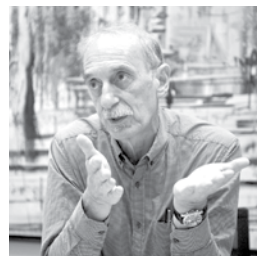
**B Prof. Douglas McWilliams**  
President, CEBR



#### THE LONDON, UK & WORLD ECONOMY

Doug served as Chief Economist at IBM UK and the CBI before establishing his high-profile consultancy. After being commissioned by *both* sides to report on different aspects of the EU referendum, 2016 brings a second edition of *The Flat White Economy* (on why London is now the global digital city), and a riposte to Piketty. Doug looks at how the world is adjusting to long-term cheap energy, and sees China bringing in aggressive anti-recessionary measures.

**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 state entitlements – and getting to grips with income and intergenerational inequality. 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, p63

**C Bronwen Maddox**  
Editor & CEO, Prospect Magazine



#### READING THE RUNES

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 geopolitical waters. Bronwen reads the runes from Putin's manoeuvring to low oil prices. In presentations she might explore anything from the economic impact of tech to slow growth in Europe, currency trends – and whether or not the next crisis will be Made in China.

**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 work *Around the World in 40 Minutes*, he looks at how economic, geopolitical, societal, environmental and technological risks conflate, and how investors and business leaders should respond. He predicts a wave of investment in clean technologies.

## THE CENTRAL BANKERS

**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 co-operation. 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.

**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.

“Very well received (he did a great job generating questions from the floor)”

MERGERMARKET ON THIERRY MALLERET



**VICKY PRYCE**



**A Dr Pippa Malmgren**  
Author, *Signals*



#### POSITIVE SIGNS

Before establishing her asset management business Pippa was UBS Deputy Head of Global Strategy. She has also taught in Beijing, served on Bush's National Economic Council and co-founded a firm that makes commercial drones. She now sits on the board of an MIT start-up and advises the MoD on tech. Arguing that we learn more about the economy from what's around us than from maths, Pippa describes herself as an unusually optimistic economist.

**B Mariana Mazzucato**  
Member, Labour Economic Advisory Committee



#### THE ECONOMICS OF INNOVATION

Mazzucato 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).

**A Robert Peston**  
ITV Political Editor



#### POLITICS AND ECONOMICS COMBINED

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?* is now the most followed UK journalist in social media. After reporting on the scale of China's debt and traditional retail's reaction to online competition, 2016 sees Robert move to ITV to take on a broad remit - with more documentaries and an agenda-setting Sunday show.

**C Paul Mason**  
Broadcaster & Writer



#### THE CLASH BETWEEN 'NETWORK' & 'HIERARCHY'

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.

**B Andrew Neil**  
Media Owner & Broadcaster



#### A RINGSIDE VIEW OF THE ACTION

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 the race for the White House, followed by elections in France and Germany in 2017, Andrew offers a close-up view of the action and the likely consequences.

See also Justin Webb, p104

**C Vicky Pryce**  
Chief Economic Advisor, CEBR



#### 2016/17: RISKS & UNCERTAINTIES

The former Joint Head of the Government Economic Service has also held senior positions in the banking and oil sectors, and published *Economics For Voters*. She now advises a leading independent consultancy. In presentations Vicky weighs up the risks. As well as China's slowdown and uncertainties around the EU referendum, she points to unco-ordinated monetary policy and high non-performing loans continuing to put pressure on the world's banking systems.

"Candid, authentic... and much warmer than the person we see on TV!"

PROJECT ONE CONSULTING ON ROBERT PESTON

## CONFERENCE SPEAKERS

### THE ECONOMY: WHAT'S AROUND THE CORNER?

#### **A A** Jim Rogers (Singapore)

Investor & Adventurer



#### **NAVIGATING THE BEAR MARKET**

Jim is celebrated for co-founding the Quantum Fund with George Soros, which gained 4200% in 10 years. He's since motorcycled and driven across continents, visiting 116 countries and analysing opportunities as he went along. He tells the tales in *Investment Biker* and *Street Smarts*. Jim is downbeat about prospects for 2016/17: "The bear market is going to be worse than most of us have experienced, because the debt is so much higher."

#### **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 has written several business bestsellers. The latest is *Something Will Turn Up – The British economy past, present and future*. In presentations he sets out the prospects and the risks, from China's growth figures to US interest rate movement and the consequences of the EU referendum. David might also mention his 'Skip Index' on the health of the UK economy.

#### **B** Justin Urquhart Stewart

Market Commentator



#### **STICKING TO FUNDAMENTALS**

Justin is one of the best known names in investment management. During a time of continuing volatility he provides a refreshingly clear, robust commentary. Justin sees a global economy trying to come off the stimulants; but while many see the glass half empty, he argues China is still growing and low commodity prices are mostly from excess supply. The question is, "will the world be run by economic fundamentals or by dangerous fundamentalists?"

#### **D** Guy Shone

Author, *Financial Capability of the UK*



#### **REGAINING TRUST IN PERSONAL FINANCE**

The independent research analyst focuses on what consumers want in personal finance – and how they perceive the industry. As well as revealing how people budget and save, Guy's latest government report on families' financial behaviour shows our reactions to firms' attempts to regain or build our trust. He urges providers to be wary of their own data: "Trust based initiatives deliver nice looking KPIs while doing little to increase the real confidence of customers."

#### **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 worked on the Constitutional Review on devolution. Tony argues that the new Mayor's priority should be to ensure the capital has sufficient resources to cope with over 10 million inhabitants by 2030. Meanwhile reforms to local authority funding will put boosting growth above social needs: "Local areas may start to look very different in the near future."

#### **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 2016 he sees the City typically opportunistic, no matter which way the winds blow in Europe.

**"So clever – and really entertaining. We've had lots of great feedback"**

AB AGRI ON JUSTIN URQUHART STEWART

**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. During her 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 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, the latest developments in GPS and the rise of 'on-demand' operators.

**C 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.

**B John Amaechi OBE**  
Psychologist & British NBA Hero



### TURNING MANAGERS INTO COACHES

John was the first Brit to play at the top level of US basketball, once declining a \$17m transfer fee. He's now a respected cognitive psychologist and founder of a major community sport initiative in Manchester. John brings his research and competitive experience to bear on the management challenges: how do you improve resilience, reduce stress and turn managers into coaches? And how do you distinguish between effective and ineffective motivational tactics?

**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. 2016 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.

See also Dave Brailsford, p35

**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."

#### JLA AUDIENCE TWEETS ON RASMUS ANKERSEN



My mum is emailing me loads of interesting stuff about football analytics!

"Stay hungry" Excellent leadership talk #LIS2015

Great session on the goldmine effect - finding 'talent that whispers'

**C LEVEL SPEAKERS**

**B Simon Calver**  
Co-Founder, BGF Ventures


**REVOLUTIONISING CULTURE**

After success with Lovefilm, Simon served as CEO at Mothercare. He's now behind a major tech fund and Chairman of moo.com, the print-on-demand firm. In presentations Simon explores the emerging models, what large companies can learn from small ones and where the next waves of innovation will come from. Acknowledging that every organisation has its own rhythm, Simon shows how to communicate changes, revolutionise culture and track performance.

**C Ros Rivaz**  
Former COO, Smith & Nephew


**THE SUPPLY CHAIN AS COMPETITIVE WEAPON**

Before her role at the medical technology company Ros led the global supply chain for Diageo. She dealt with a range of challenges from security risks to new competitors and changing customer priorities. In her presentations Ros uses examples like patient-specific replacement joints to assess the broader implications of new technologies, the knock-on effect of change, the reliability of the supply chain and how it can be used to inform the whole business.

**C David Wild**  
CEO, Domino's Pizza Group


**COLLABORATION & PRODUCTIVITY**

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 *customer-centricity* in all channels.

**C Chas Howes**  
SuperDry CFO turned Angel Investor


**GROWING AN ORGANISATION**

As CFO of SuperDry, Chas steered the fashion brand from a 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 Daniel Bobroff, p18*

**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.

**C Mark Wood**  
Chairman, Digitalis


**STRATEGIC COST-CUTTING**

The former Axa UK CEO chairs the digital marketing firm and the NSPCC. He also sits on the board of the RAC. A compelling speaker, Mark shares the lessons of turning round Axa and cutting costs at Prudential by 40% - and increasing profits by the same amount. He weighs up the leadership challenges for complex organisations, from outsourcing to partnerships, and the choices for senior team strategy. Mark also looks at the cost of improvements in life expectancy.

**“A superb start to the day – he dovetailed superbly with senior managers’ presentations”**

AVIS ON HAMISH TAYLOR



**C Caspar Berry**  
Former Poker Pro



#### THE NEED FOR CALCULATED RISK-TAKING

Whether leading a team or in negotiation, 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.

**■ Sir Lynton Crosby**  
Campaign & Communications Strategist



#### UNDERSTANDING PUBLIC OPINION

Lynton Crosby is one of the most admired strategists in politics. After an early career in the energy sector he ran John Howard's campaigns in Australia before helping David Cameron secure a majority in the UK. Alastair Campbell praised him as 'brutally effective.' Lynton's insights into public opinion and messaging are now sought by business and political leaders all over the world – not least for his skill in using social media to reach specific target groups.

**C 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 Jamil Qureshi, p 35

**B Alastair Campbell**  
New Labour's Communications Director



#### REPUTATION & CRISIS MANAGEMENT

Alastair ran Labour's communications for ten years. He now advises on both political and organisational strategy. He's also written a slew of books including *Winners*, drawing inspiration from high achievers in sport, business and politics. In presentations Alastair explains what to do when 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."

**B Prof. Martin Elliott**  
Former Medical Director, Great Ormond Street



#### FROM PIT LANE TO OPERATING THEATRE

Martin has a worldwide reputation as a pioneering surgeon and administrator. At GOSH he established paediatric heart and lung transplantation and carried out the first stem cell-supported tracheal transplant in a child. He also brought a Formula 1 team into the operating theatre, which has reduced the error rate going into ICU by a factor of four. Martin shows how sharing insights on teamwork, transparency and data analytics improves outcomes in any environment.

*More management /  
strategy speakers*

*Jamie Anderson  
Rachel Botsman  
Geoff Burch  
Lorraine Heggessey*

*Gen. Sir Mike Jackson  
Prof. Gareth Jones  
Charles Leadbeater*

*at jla.co.uk*

**"An excellent balance of evidence based research and practical actions"**

EAST MIDLANDS LEADERSHIP ACADEMY ON BINNA KANDOLA

**■ 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.

**■ Christian Majgaard (Denmark)**  
 Former Head of Global Brands, Lego



#### **DEVELOPING A 'MATURE' BRAND**

Christian was responsible for all brand, products and campaigns throughout the Lego business – including licensing and theme parks. He also led the entry into games and film-based merchandising with franchises like Star Wars and Harry Potter. In presentations he argues branding is about business development, not communications. Drawing on Lego as his case study, he maintains that there's no such thing as a mature market, only tired marketers.

**■ Linda Moir**  
 Head of Event Services, London 2012



#### **LOW COST, HIGH VALUE CUSTOMER SERVICE**

Before taking on the London 2012 role, Linda's task was to make flying fun as Head of Customer Service at Virgin Atlantic – focusing on low cost, high value. She applied the same principle of 'magic touches' at the Olympics, organising 15,000 Games Makers and contractors to host 9 million spectators. Linda offers practical examples of the critical gains to be had by engaging both front of house teams and those who drive the engine of the organisation.

**■ Andrew McMillan**  
 Ex-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.

*See also Trevor Phillips, p9*

**■ Nicky Moffat CBE**  
 Former Brigadier & Head of Army 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 promotion, appointment 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.

**■ Greg Nugent**  
 Brand, Marketing & Culture Director, London 2012

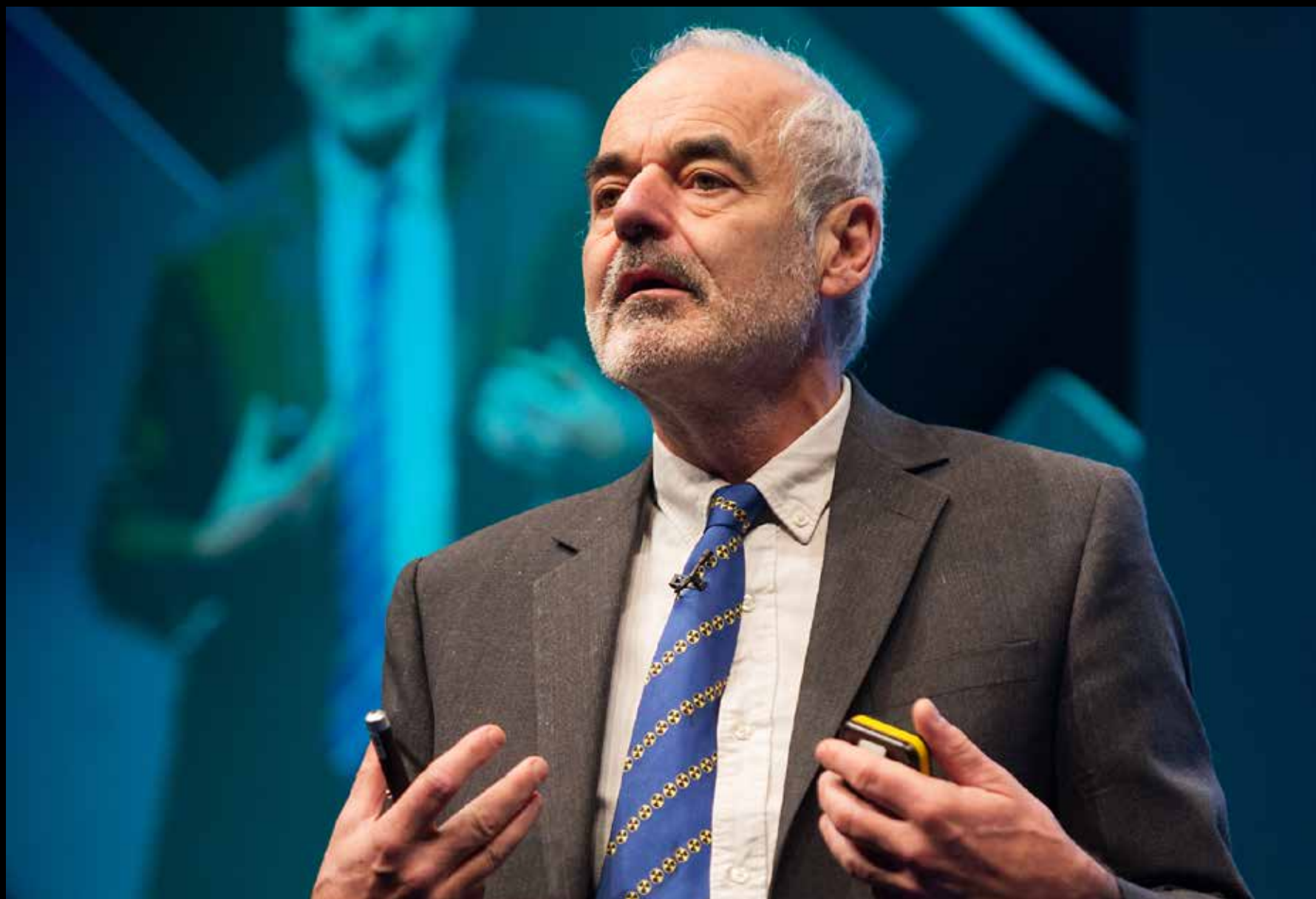


#### **BRAVERY, BELIEF & ENGAGEMENT**

After overseeing Eurostar's move to St Pancras, Greg took on the challenge of marketing London's Games with a sceptical media ready to pounce on every slip. He initiated a regular dialogue with the public and 23,000 local community leaders, renamed volunteers Gamesmakers, and supervised thousands of branded items. In an uplifting set piece speech Greg suggests the Games provide lessons for every business about bravery and positive engagement.

**“She reinforced the values and behaviour we expect from all our colleagues”**

CARE QUALITY COMMISSION ON LINDA MOIR

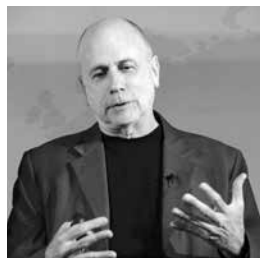


## DAVID SPIEGELHALTER

"Original, charming, funny, thought provoking  
and seriously smart"

IRCP

**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 stresses that it takes a big effort.

**A Prof. Didier Sornette (Switzerland)**  
 Chair of Entrepreneurial Risks, ETH Zurich



#### HOW TO PREDICT THE NEXT CRISIS

Originally a geophysicist, Didier's research embraces natural disasters and economic risks. He argues that major events from earthquakes to financial crashes may appear chaotic, but are actually predictable. By analysing complex systems he suggests crises are not external shocks - they are the result of a visible drift towards instability. Exploring anything from market movements to nuclear energy, Sornette shows that extremes merit as much attention as regular trends.

**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 problems that stand in the way of innovation and integration.

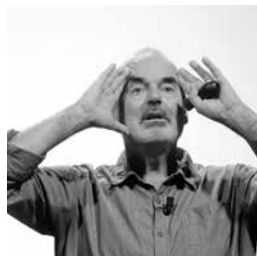
**B Anders Sorman-Nilsson (Sweden)**  
 Author, Digilogue



#### STAYING CONNECTED TO CUSTOMERS

In his book *Digilogue: How to win the digital minds & analogue hearts of tomorrow's customer*, Anders examines how consumers interact in both the digital and real worlds – and how businesses can add value. In his presentation the 'near horizon futurist' argues that retailing has reached multi-channel integration: "The challenge now is to take the very best of what you do, do it at scale, and connect customers to the brand proposition in a lifetime relationship."

**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 *Tales 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.

**C Gabrielle Walker**  
 Chief Scientist, Xynteo



#### RESOURCE-EFFICIENT GROWTH

In the course of duty Gabrielle has dodged icebergs, climbed trees in the rainforest and pulled fresh lava from a volcano. She's one of few experts to focus on the nexus between scientific, economic and political aspects of climate change, and how big business can achieve responsible resource-efficient growth. In her presentation the former Princeton academic reveals the latest research data and offers leadership tools to bring stakeholders and customers fully on board.

See also Leo Johnson, p15

**"Global warming data relating to everything from consumer behaviour to capital structures - very stimulating"**

BERINGEA ON GABRIELLE WALKER



# CONFERENCE SPEAKERS

## MARKETING, CREATIVITY & BRAND POWER

59

**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 *The Disruptors*, p18

**C Vincent Franklin**  
Actor Manager



### FINDING THE RIGHT WORDS

Vince enjoys two diverse yet well-matched careers. As an actor he has played detective, spin doctor and sales motivator in *Happy Valley*, *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.

**B Rajat Paharia (US)**  
Business Author



### 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 *LJ Rich*, p20

**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 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 *Think Like An Artist*. Will argues that businesses can learn from how successful painters break rules, play with preconceptions and change our attitudes. And it turns out that many old masters were also master entrepreneurs. In speeches Will dispels the romantic idea of social outcasts; instead they cannily apply their knowledge to the market.

**C Daryl Fielding**  
Brand Strategist



### BRAND BODY LANGUAGE

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 the all-male board. In her presentations Daryl shows that consumers make gut decisions based on a brand's *body language*, instead of more rational analysis. She explains how to create a consistent non-verbal look and feel that appeals to our basic instincts.

"He familiarised himself with the issues quickly and effortlessly... outstanding in all respects"

TUNSTALL HEATHCARE ON GUY BROWNING

# CONFERENCE SPEAKERS

## SCIENCE & NUMBERS

**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 Dr Kevin Fong**  
Presenter & Specialist Registrar, UCH



### THE LIMITS OF THE HUMAN BODY

Kevin is an astrophysicist, a medical specialist and a natural storyteller. After NASA training he now runs an intensive care unit, teaches extreme environment physiology, co-hosts ITV's It's Not Rocket Science and works with a helicopter ambulance team. He has also published *Extremes*, probing the limits of the human body. Kevin talks about a second space age (getting to Mars in a month), risk management and how our desire to explore both solves and creates problems.

See also Frank Salzgeber, p19

**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*. 2016 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.

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



### FROM MEDIEVAL TO MODERN ROCKET SCIENCE

As well as being a respected science communicator Jim is an active researcher specialising in theoretical nuclear physics and quantum biology. 2016 brings a new book, *Life On The Edge*, more *Life Scientific* for Radio 4 and a TV series on the history of cosmology, *Beginning & End*. In his presentations Jim considers anything from the case for nuclear power plants to the weirdness of the quantum world, prospects for time travel and Medieval Arabic science.

**C Dr Daniel Glaser**  
Neuroscientist & Director, Science Gallery



### BRAINPOWER FOR LEADERS

Before he became Head of Engaging Science at the Wellcome Trust, Daniel's own research was focused on the brain's reaction to visual stimuli. He has also lectured on neuroscience for the High Performance Leadership course at the Swiss business school, IMD. Daniel looks at how the brain works, how to break patterns of behaviour and how leaders must accept that we don't all see things the same way: to some a dress is black and blue, to others it's white and gold.

**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. 2016 brings a new book about the edge of science, *What We Cannot Know*. Marcus explores why we want to quantify the world around us, where maths meets creative thinking and how to navigate big data. He also explains the codes meant to make online transactions secure. How can we be sure they're uncrackable? And on a different note, why did Beckham always chose 23 for his shirt?

See also Conrad Wolfram, p64

#### JLA AUDIENCE TWEETS ON MARCUS DU SAUTOY



*I lost at musical chairs but at least I can now understand lemmings' population control*

*"Know your data intimately - Mathematics is the best fortune teller of all " #cf2015 keynote Oxford Prof*

*Brilliant presentation. Who would have thought maths could be so... 3-dimensional, so INTERESTING! @KingsPlace*

# CONFERENCE SPEAKERS

## THE BIG DEBATE:

### WHAT KIND OF SOCIETY DO WE WANT?

**C Prof. Tanya Byron**  
Presenter & Consultant Clinical Psychologist



#### WORK/LIFE BALANCE IN THE DIGITAL AGE

As well as credits like *The House Of Tiny Tearaways* and *How To Improve Your Memory*, Tanya has over 20 years experience in the NHS. After specialising in drug misuse, sexual health and adult mental health, she switched to juveniles with severe problems and now trains NHS staff to treat aggression. She's also served on the Government's Digital Advisory Board. Tanya speaks on workplace psychology and how to manage work/life balance in the digital age.

**B Miriam González Durántez**  
International Trade Lawyer



#### UNTAPPING A WEALTH OF TALENT

Miriam is a specialist in international and EU trade law and policy. Before taking up senior positions at major firms, she negotiated for the EU at the World Trade Organisation. She also served in Chris Patten's External Relations cabinet in Brussels. Alongside her legal work, and being married to Nick Clegg, Miriam spearheads a campaign bringing female role models into schools: "The huge wealth of untapped female talent makes it a very real issue for business."

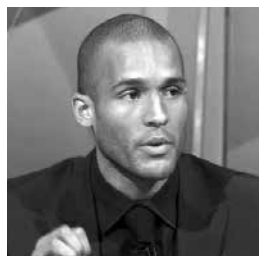
**C Prof. AC Grayling**  
Master, New College of the Humanities



#### THE ETHICAL BUSINESS

Anthony is among the most influential academics of the age. He believes in applied ethics - philosophical debate on everyday issues from leadership to profit. His books include *The Challenge of Things : Thinking through troubled times*. In his new speech Anthony explores 'lessons of war for the business of life.' He also considers different forms of wealth and how to achieve and spend it: "Wealth of any kind (material, moral or intellectual) is pointless unless it's applied."

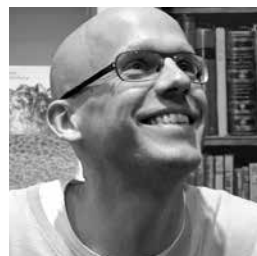
**C Clarke Carlisle**  
Former Chair, Professional Footballers' Association



#### DIVERSITY & CULTURE CHANGE

Clarke made over 500 senior level appearances and led the football players' union. He has also written a powerful memoir. Clarke is open about his struggles with alcohol, depression and gambling – the strains of a multi-billion pound industry in which both fans and club believe they own you. He's similarly candid about racism and the Kick It Out campaign. Clarke talks about diversity and culture change in a game traditionally associated with macho behaviour.

**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 Copley, p16

**B Baroness Susan Greenfield CBE**  
Professor of Synaptic Pharmacology, Oxford



#### THE IMPACT OF TECHNOLOGY AND AGEING

The neuroscientist and Alzheimers researcher warns that the brain is adapting to the technology we use. Even our reliance on search engines and a shift from tangible things to experiences leave their impression on the brain. Greenfield believes we must anticipate the detrimental aspects and avoid becoming victims. In a separate presentation she looks at what we can do in our ageing Western society to tackle dementia and degenerative mental diseases.

**"He made a massive impression on our delegates"**

ROBERTSON COOPER ON CLARKE CARLISLE

**THE VIEW FROM WESTMINSTER**
**B Douglas Alexander**

Senior Fellow, Harvard School of Government


**THE 'TREND LINES' BEHIND THE HEADLINES**

Douglas wrote speeches for Blair and Brown before entering Parliament. After serving as Trade, Europe and eCommerce Minister, he held Cabinet posts for Scotland, Transport and International Development. He's now advising Bono on driving growth in Africa and lecturing on foreign relations. In presentations Douglas looks at our relationship with the European Union and the rise of populist movements, focusing on *trend lines* rather than headlines.

See also Tom Fletcher, p15

**C Charles Clarke**

Former Home Secretary


**RESOLVING 'TOO 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.

**C Lord (Daniel) Finkelstein OBE**

Associate Editor, the Times


**THE POLITICS OF CHANGE**

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. Danny still writes on politics and football, alongside his duties as a working Peer. In his speech Danny surveys the Westminster village, the public mood and the changes underfoot in the wake of the EU referendum.

See also Lynton Crosby, p55

**C Lord (David) Blunkett**

Visiting Professor, Sheffield University


**SOCIAL & BUSINESS COHESION**

As Home Secretary David was in charge of security, immigration and policing. He is now Chairman of a multi-Academy Trust and an advisor to easyJet. As well as sharing insights on cyber-crime and crisis management, David considers how leaders can best engage with the public and counter the widespread sense of grievance. He argues for business to take a lead: "You are a part of our communities, not just employers of people with certain skills."

**C Lord (John) Deben**

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; merely following regulations may not be enough to protect a reputation that's taken years to build. He also explores the role of business in public health.

See also Leo Johnson, p15

**B Baroness (Tanni) Grey-Thompson DBE**

Record-breaking Paralympian


**REMOVING DISABILITY BARRIERS**

Britain's best known Paralympian, Tanni amassed 11 gold medals in 5 consecutive Games. She also won 6 London Marathons and achieved a total of 34 world records. Since retiring from competitive sport Tanni has joined the board of TFL and become a powerful advocate for disability rights in the Lords. While she acknowledges that public perceptions are changing, she believes disabled people still encounter barriers. Tanni calls for more genuine engagement.

**JLA AUDIENCE TWEETS ON TANNI GREY-THOMPSON**


A truly inspiring talk today by Tanni Grey-Thompson at our EMEA leadership summit #thinkbig. Thank you!

"If you're going to spend time thinking, think big #leadbyexample #womeninleadership"



**C Germaine Greer**

Writer &amp; 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 discussion on everything from transgender identity 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.

**Eddie Izzard**

Comedian, Actor &amp; Activist

**LIVING THE BEST LIFE WE CAN**

2016 has seen Eddie achieve another marathon feat: 27 x 26-mile runs in 27 days, commemorating Nelson Mandela's years in prison. It also raised another £1m for Comic Relief. In speeches Eddie explains his own motivation, from performing in French and German to learning endurance running: "It gets easier after the first ten marathons." And, as an early pointer to what might become a bid for the London Mayoralty in 2020, Eddie shares his vision of a fairer society.

**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 11th 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.

See also Will Butler-Adams, p25

**B Prof. Sarah Harper**

Founder, Oxford Institute of Ageing

**THE EFFECTS OF AN AGEING POPULATION**

Sarah is a gerontology specialist and Downing Street advisor. She has also worked with the Malaysian and Chinese governments on the policy impact of ageing populations. In presentations Sarah considers factors from shifting patterns of employment to health and social provision. But while industrialised nations face the challenge of ageing, others like Brazil have huge young populations looking for work. In the medium term, this is a bigger and more dynamic problem.

See also George Magnus, p49

**B Dr Aleks Krotoski (US)**

Presenter &amp; Social Psychologist

**THE DIGITAL HUMAN**

Aleks switched from computer games to academia. She focuses on the interaction between psychology and technology – and the impacts it has in ways we don't always realise. 2016 brings a new series of R4's Digital Human exploring ethical matters like privacy. After spending 24 hours in a smart home to find out what information it could collect about her and how close it was to her true self, Aleks asks "What are we afraid of, really?"

**C Sir David Nicholson**

Former NHS Chief Executive

**LEADING THE NATIONAL HEALTH SERVICE**

David led one of the most complex, high profile and politically sensitive organisations in the world – part of the national infrastructure with a £100bn budget and over a million staff. While ensuring the NHS was running as effectively as possible, he challenged the service to identify savings despite increased demand, implemented central government reforms, and saw through major cultural and strategic changes. David shares the many and varied lessons learned.

**JLA AUDIENCE TWEETS ON GERMAINE GREER**

Simultaneously fascinating and infuriating at #CardiffUniversity this evening

Greer was extraordinary. Very clear on why women have not achieved equality - need to organise!

Germaine Greer is awesome. Wanna fight about it?

## CONFERENCE SPEAKERS

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

**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 referendum Ben tells us exactly what we're thinking about anything from spending cuts to whether or not we want Britain to have *another* vote on EU membership.

**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. In speeches he takes on a broad range of ethical and practical questions: How do we learn? Can technology solve the problems it creates? Where does genetics stop? Will we still be human in the next century? Is it wrong to play God?

**C** James Woudhuysen  
Innovation Forecaster



#### 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 latest Star Wars and Bond movies as symbols of our tendency to recycle the old rather than innovate. What's needed is a rallying cry, removal of barriers, greater investment and confident leadership.

**C** Polly Toynbee  
Journalist & Social Commentator



#### SOCIAL EQUALITY

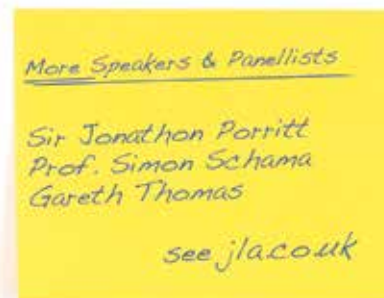
The columnist and former BBC Social Affairs Editor remains a strident commentator. In *Cameron's Coup* she considers whether recent reforms are reversible. Toynbee argues that cuts in public spending are now inflicting disproportionate pain on the bottom 30%. In speeches she looks at equality issues from housing to education, health and social care. She also weighs up the public mood on migration, how it's managed and how the left is responding.

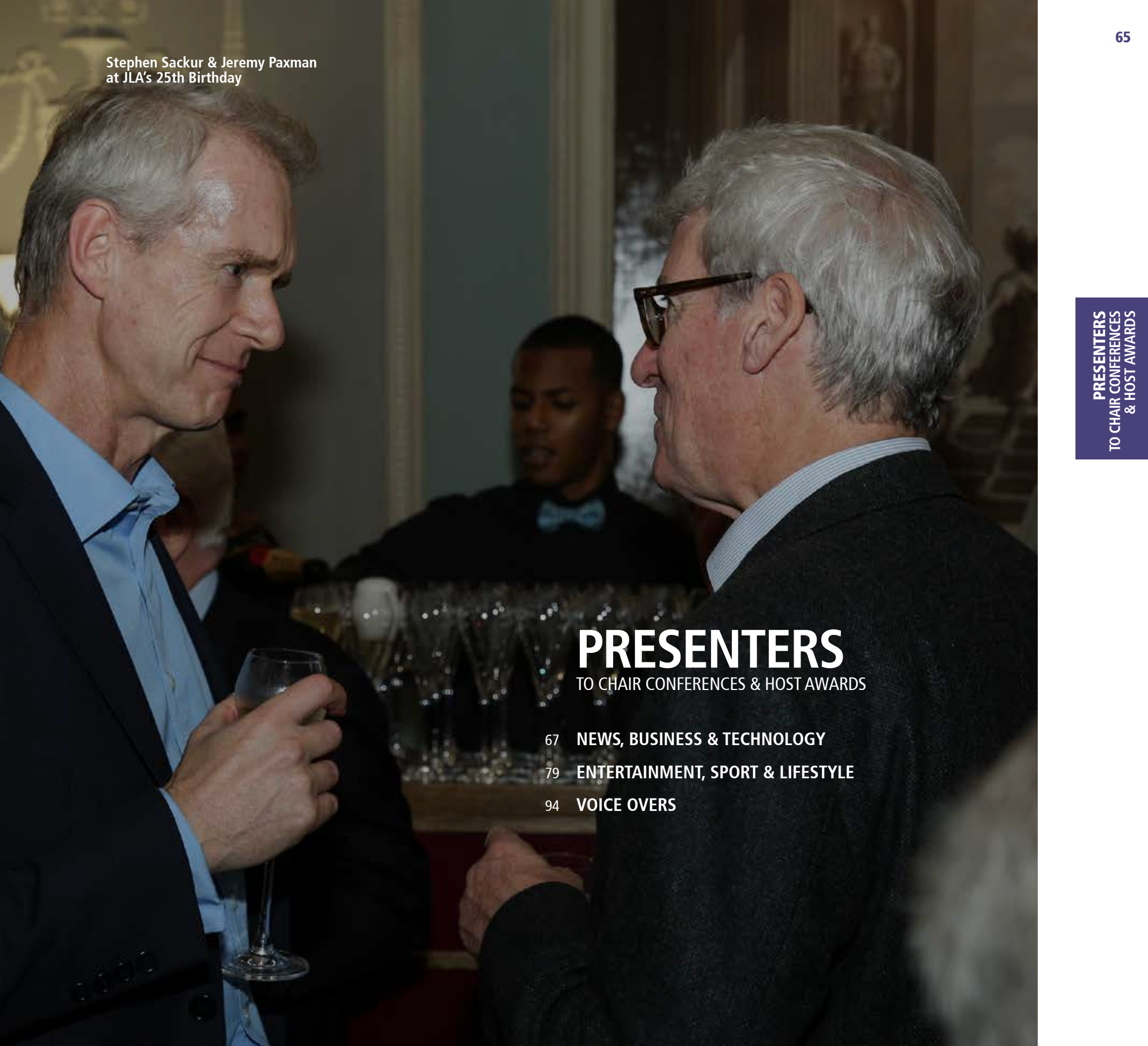
**B** Conrad Wolfram  
Founder, [computerbasedmath.org](http://computerbasedmath.org)



#### STEM SELLS

Conrad is a physicist, mathematician and pioneer of computer-based maths – in which students focus less on calculation and more on how to apply the results. He is a major influence in bringing coding, computer modelling and algorithms into classrooms. As well as assessing progress on STEM, Conrad explores how to identify valuable data in business. He also poses a big question for employers: Which jobs should be done by humans, and which should be given to robots?



A photograph of two men, Stephen Sackur and Jeremy Paxman, in profile, facing each other and smiling. Stephen Sackur is on the left, wearing a light blue shirt and a dark jacket, holding a glass. Jeremy Paxman is on the right, wearing a dark suit and glasses. In the background, another man in a tuxedo is visible, and there are several glasses on a table.

Stephen Sackur & Jeremy Paxman  
at JLA's 25th Birthday

# PRESENTERS

TO CHAIR CONFERENCES & HOST AWARDS

- 67 NEWS, BUSINESS & TECHNOLOGY
- 79 ENTERTAINMENT, SPORT & LIFESTYLE
- 94 VOICE OVERS





**SEB COE & GAVIN ESLER**



**C Katya Adler**  
 BBC Europe Correspondent



Katya covers the social, political and economic stories as they break across the continent. She is fluent in Italian, German, French and Spanish.

**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



The multi-lingual news anchor, face of the Antiques Roadshow and BBC4 quiz host also writes about Britain's beauty spots for The Telegraph.

**C Katie Derham**  
 Radio 3 Presenter



The ex-ITV News anchor and dance enthusiast hosts classical concerts on TV and radio, produces documentary and mentors young women.

**C Samira Ahmed**  
 Newswatch, Front Row



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

**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.

**B Jonathan Dimbleby**  
 Any Questions?



As well as chairing Radio 4's weekly political debate, Jonathan has filmed in Russia and Africa. 2016 brings the 50th anniversary of his cancer charity.

**B George Alagiah OBE**  
 BBC TV News



The author of *A Passage to Africa* has reported on war, peace and tsunami from Rwanda to his native Sri Lanka. He's now back in the newsroom.

**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 volatile 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 Stephen Dixon**  
 Sky Sunrise



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

**JLA AUDIENCE TWEETS ON ANITA ANAND**



Anita Anand: "It's a bit white and suitey up here, isn't it?" #confed2015

Asks CEOs of the arms-length NHS bodies who's in overall charge - fair point!

**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.

**B Mariella Frostrup**  
Panorama, Drive



Mariella has moved from film review to current affairs and a Radio 4 series on parenting. 2016 also brings a new challenge: racing cars on ITV.

**C Gavin Hewitt**  
BBC Chief Correspondent



After a long spell reporting from the EU, 2016 sees Gavin back in the UK in an Editor-at-Large role, covering the referendum and its consequences.

**B Natasha Kaplinsky**  
ITN News Presenter



Originally a Labour Party researcher, Natasha has presented BBC, ITV and 5 News. She also interviews for the Holocaust Commission archives.



She drew out guests' views and experiences and flowed seamlessly from one topic to the next. Feedback has been universally positive, in no small part down to her."

CLIFFORD CHANCE LLP  
ON MISHAL HUSAIN

**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 John Humphrys**  
Today, Mastermind



Alongside the Today programme and the flagship quiz, John has examined the 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 Gavin Esler**  
BBC News Channel



Gavin presented Newsnight before moving over to Dateline London and HARDtalk. He's also written books on leadership and rebuilding trust.

**C Charlotte Hawkins**  
Sky



Charlotte fronted the morning slot for Sky News and appeared on ITV's This Morning before joining the early team with Piers Morgan.

**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**  
BBC Political Editor



Laura made her name on the No.10 doorstep as the Coalition took shape. She has since fronted Newsnight and reported on business stories.

**JLA AUDIENCE TWEETS ON HUW EDWARDS**



Huw Edwards  
cracking jokes at  
the #TVBMA

Thanks to Huw for being a  
fantastic and generous host at  
tonight's awards. Great feedback.

Big shout out to @huwbbs  
last night - superb speech,  
great comper.

## BUSINESS PRESENTERS

**B Kamal Ahmed**  
BBC Economics 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, Shop Well For Less



Steph has hosted On The Money and reported from 50 workplaces. As well as regular duties, 2016 brings series on shopping and pocket money.

**C Paul Mason**  
Broadcaster & Writer



Paul was at Computer Weekly before reporting business for Newsnight and Channel 4 News. He writes on the future prospects for capitalism.

**D Jonty Bloom**  
BBC Business Correspondent



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

**C Matthew Gwyther**  
Editor, Management Today



Matthew launched MT's 35 Women Under 35. As well as editorial duties, 2016 sees him investigate trust and turnaround for R4's In Business.

**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.

**C Michael Skapinker**  
Associate Editor, Financial Times



Michael has edited FT Special Reports, chaired FT conferences and filed from 34 countries. He's also written widely on culture and reputational risk.

**C Nils Blythe**  
Business Journalist



The former PM business reporter and Head of Communications at the BoE crunches the figures from banking to the energy sector.

**B Simon Jack**  
BBC Business Editor



After cutting his teeth in commercial and investment banking, Simon went on to be the chief business presenter on Radio 4's Today programme.

**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.

**C Ben Thompson**  
Business Daily, BBC World



The former BBC North America and Middle East Business Correspondent now covers the markets and talks to the big players for the global service.

### JLA AUDIENCE TWEETS ON STEPH MCGOVERN



Plenty of great points from today's #EEF2016 hosted fantastically by Steph McGovern

Met @stephbreakfast - she rocks! Such a top lass #WomenInConstruction

Great panel discussion on #ukmfg productivity

**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 Mark Mardell**  
The World This Weekend



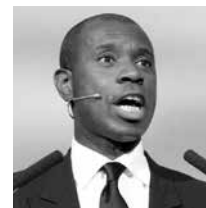
After his spells as Europe and North America Editor, 2016 sees Mark settle into his role on Radio 4 with a mix of interviews and news round-up.

**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.

**C 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.

**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.

**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.

**B Naga Munchetty**  
News Presenter



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

**B James Naughtie**  
BBC News Books Editor



The Chancellor of Stirling University and former Today presenter has also covered the US elections and defined the new, modern day Elizabethans.

**B Emily Maitlis**  
Newsnight, BBC TV News



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

**C Louise Minchin**  
BBC Breakfast



Louise is a lead presenter on the BBC breakfast sofa. She has also appeared as herself in Spooks and Torchwood, and hosted radio phone-ins.

**C Dermot Murnaghan**  
Murnaghan, Sky News



Dermot's credits extend from panel shows to news bulletins on BBC, ITV and CNBC Europe. He now anchors Sky's flagship Sunday morning slot.

**B Andrew Neil**  
This Week, Sunday & Daily Politics



The media owner and commentator has a ringside seat at the US, French and German elections - as well as the aftermath of the EU referendum.

**“Fantastic grasp of the issues and onstage energy”**

ABTA ON DAISY MCANDREW





## MARIELLA FROSTRUP

"Her delivery was superb – she left the whole audience feeling inspired"

HERBERT SMITH FREEHILLS

**SPECIALIST FACILITATORS**

**C** Guy Browning  
Brand Consultant & Author



The business writer and brand expert helps delegates unlock their creative potential and innovate – without any tired old management jargon.

**B** Leo Johnson  
Co-Founder, Sustainable Finance



As one sector after another succumbs to disruption, the co-presenter of R4's FutureProofing chairs debate on the business of sustainability.

**B** Michael Mosley  
Presenter & Producer



In 2016 the science and medical man, One Show expert and inventor of the 5:2 Fast Diet conducts more trials for Trust Me I'm A Doctor.

**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



2016 sees the former systems analyst and engineering presenter front the STEM project – encouraging interest in science, maths and technology.

**C** 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.

**D** Peter Marsh  
Former Manufacturing Editor, FT



Peter offers an analysis of the future of mass production, even in high cost countries like the UK. He shows how specialists can become world leaders.

**D** Sue Saville  
Medical & Engineering Specialist



Originally a reporter in Hong Kong, Sue spent many years as ITN 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.

**“Encyclopaedic knowledge of trends and immaculate presentation skills”**

CLEAR CHANNEL ON LJ RICH

**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.

**B** Mary Nightingale  
ITN News, Tonight



The one-time City eurobond dealer has twice been voted Newscaster of the Year by her industry peers. She's also hosted Britain's Best Dish.

**A** Jeremy Paxman  
Contributing Editor, FT Weekend



The former doyen of Newsnight now writes for The Financial Times as well as holding the nation's budding elite to account on University Challenge.

**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.

**C** Maryam Nemazee  
Al Jazeera, Sky News



Maryam follows developments in the Middle East for the English language service. She's also fronted Newshour, Bloomberg's flagship show.

**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.

**A** Robert Peston  
ITV Political Editor



After guiding us through the twists and turns of the crash, Robert is now at the independent network – with a wider brief and a new Sunday show.

“Cathy had clearly done lots of prep and gave a really in-depth introduction, then led Q&A with considered questions. She really complemented our event.”

I-MOVO  
ON CATY NEWMAN

**C** Cathy Newman  
Channel 4 News



Originally a Financial Times reporter, Cathy co-hosts the main bulletin and presides over the C4 FactCheck blog, revealing 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 Comms Director for the BOA. 2016 also sees him presenting at Rio.

**B** John Pienaar  
BBC Deputy Political Editor



Once parliamentary sketchwriter for The Independent, John shed light on politics at 5 Live before taking on the senior Westminster brief.

**A** Nick Robinson  
Today



After years on the doorstep of No.10 and an exclusive interview with Alex Ferguson, Nick is now on the Radio 4 breakfast show with 6m listeners.



## SIMON JACK

"He set the tone perfectly and got the best out of both panellists and audience"

LAMBERT SMITH HAMPTON



**D Kate Russell**  
Click



In her book *Working The Cloud*, Kate offers online tips and tricks for SMEs. She's been voted one of the 25 Most Influential British Women in IT.

**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 Jon Snow**  
Channel 4 News



The veteran long form news anchor (and Cyclists' Touring Club President) chairs studio debate and interrogates the high and mighty.

**B Kirsty Wark**  
Newsnight



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

**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.

**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.

**C Justin Webb**  
Today



As North America Editor, Justin was the first British journalist to interview President Obama. He now brings his wit and wisdom to the Today team.

**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 Sarah Smith**  
BBC Scotland



After launching More4 News, Sarah transferred to the US to report from Washington before returning to the studio and moving to the BBC.

**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.

**“Sarah was an excellent chair: clear, very professional and she kept the discussion moving”**

FCA ON SARAH SMITH

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.

**A Marion Jollès Grosjean (France)**  
TF1



The former Eurosport presenter (and partner of the racing driver Romain) co-hosts Automoto on France's most popular channel.

**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 Kamahl Santamaria (Qatar)**  
Al Jazeera



The New Zealand-born anchor hosts *Newshour*, provides in-depth analysis on *Inside Story* and tells the business stories on *Counting The Cost*.

**C Steven Chia (Singapore)**  
Channel NewsAsia



Steven has co-hosted CNA's flagship morning show *AM LIVE!* He's now in the hot seat on the topical discussion programme, *Talking Point*.

**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 the 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 his Washington appointment Jon anchored on *Newsnight* and *BBC World*, hosted *The Politics Show* and served as *Paris Correspondent*.

**C Jacki Davis (Belgium)**  
Former 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.

**C Justin Rowlatt (India)**  
BBC South Asia Correspondent



*Newnight's* 'Ethical Man' presented *The Chinese Are Coming* season and reported on *The One Show* before he took on the Delhi posting.

**B Silvia Wadhwa (Germany)**  
Financial Journalist



The ex-Chief Financial Correspondent at *CNBC* is a leading commentator on the Euro crisis. She's also made a film exploring the changes at the ECB.

“Not only a first class journalist and a brilliant interviewer, but also incredibly charming and kind”

SIBOS ON STEVEN CHIA

## 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 Radio Scotland's morning show.

**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 regional stories from airport expansion to high street news 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** Dr Wendy Austin  
BBC Radio Ulster



The first lady of Good Morning Ulster has hosted news, a community based series and phone-in. 2016 sees her at the helm of Inside Business.

**D** Rona Dougall  
Scotland Tonight



The former Sky News reporter fronts Scottish 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.



## ARMSTRONG & OSMAN

### JLA AUDIENCE TWEETS ON ALEXANDER ARMSTRONG & RICHARD OSMAN



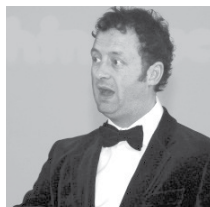
Bravura performance from  
Armstrong and Osman.  
Such a good shout.

Richard Osman challenging the industry  
to play Pointless - is he trying to tell us  
something? #PRWeekAwards

[from Richard] The entire PR industry  
just beat Xander in a live game of  
Pointless. They took him apart!



**B Matt Allwright**  
 Watchdog, The Code



As well as fighting for the consumer and exposing disreputable workmen, Matt has championed the many unsung heroes who keep Britain ticking over.

**A Clare Balding OBE**  
 The Clare Balding Show



As well as covering the Olympic and Paralympic competition in Rio, 2016 sees Clare back in her natural habitat at Royal Ascot and Aintree.

**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 Marcus Brigstocke**  
 I've Never Seen Star Wars



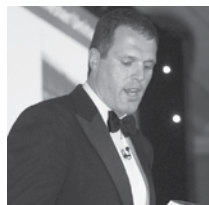
As well as Radio 4 comedy and panel shows, the one-time podium dancer's credits stretch from Spamalot and QI to a celebrity ski-jump competition.

**A Alexander Armstrong**  
 Pointless



After touring with his orchestra and a series on Italy, 2016 brings another 210 editions of the cult quiz – complete with celebrity specials.

**B Martin Bayfield**  
 Aviva Premiership, Crimewatch



The 6'10" former protection officer, England forward and bit-part player in Harry Potter juggles public service broadcasting and pitchside duties.

**B Gyles Brandreth**  
 The One Show, Wordaholics



2016 sees the novelist, panellist and sometime Tory MP file more reports for the family show and display his verbal dexterity on Radio 4.

**A Rob Brydon**  
 Would I Lie To You?



After a run in Ken Branagh's French farce, a Hollywood blockbuster with Charlize Theron and cruise ads, 2016 brings more true or false quizzing.

**B Matt Baker**  
 The One Show, Countryfile



As well as hosting the daily magazine and sampling the wares of rural food producers, 2016 sees Matt cover the gymnastics in Rio.

**B Liz Bonnin**  
 Countrywise



After science, technology and gadget shows, and Stargazing Live, Liz turns her focus to rural and wildlife stories like migrating animals.

**A Rory Bremner**  
 Impressionist



Rory has parodied the establishment for decades. After the referendum he returns in I'm Sorry I Haven't A Clue, with Bojo in tow.

**C Alex Brooker**  
 The Last Leg



Despite a number of attempts Alex failed to qualify for any event in the Rio Paralympics, but he did champion the stars in The Superhumans Show.

**JLA AUDIENCE TWEETS ON ROB BRYDON**



OMG fave Welsh person ever is presenting the awards. SO EXCITED!!!!

Rob Brydon making Grosvenor House roar with laughter

World class rendition of 'small man in a box'

**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 Jimmy Carr**  
 8 Out Of 10 Cats... Countdown


Alongside the quiz, 2016 sees Jimmy embark on a Best Of, Ultimate, Gold, Greatest Hits Tour. He's also the first UK comedian to film a Netflix special.

**B Roisin Conaty**  
 Comedian


Since scooping the Best Newcomer award at Edinburgh, Roisin has won fans on Russell Howard's Good News and Have I Got News For You.

**C Hal Cruttenden**  
 Live At The Apollo


Hal's credits stretch from HIGNFY to The Madness of King George via the Royal Variety Performance. 2016 sees the Straight Outta Cruttenden tour.

**B Ed Byrne**  
 Mock The Week


After touring in Outside Looking In, 2016 promises a Great Big Adventure with Dara O Briain, a CBBC show and more spots on the panel game.

**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.

**A A James Corden OBE (US)**  
 The Late Late Show


Alongside his successful US chat show James is still in League Of Their Own. 2016 also brings Trolls - an animated feature film with Justin Timberlake.

**A Jon Culshaw**  
 Impressionist


The Dead Ringers star and star gazer has graced Dictionary Corner, Loose Women, Bruce Forsyth's Hall of Fame and the CGI puppet show Newzoids.

**A A Alan Carr**  
 Chatty Man

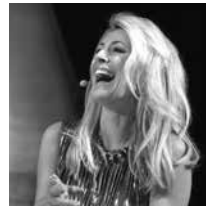

After his Radio 2 show, Specstacular and Loose Women, the spiritual child of Frankie Howerd appears at the O2 in C4's Comedy Gala.

**D Andy Collins**  
 Presenter


As well as presenting gardening and daytime gameshows, Andy warms up for Jonathan Ross & Co. 2016 brings Ant and Dec's Takeaway On Tour.

**B Victoria Coren Mitchell**  
 Only Connect


Victoria has progressed from teenage Telegraph columnist to major league poker player, panel show guest and host of the most cryptic quiz on TV.

**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 co-hosted The One Show.

**“Hal was brilliant - his double act with the judge in the front row was priceless”**

PAM INSIGHT ON HALL CRUTTENDEN

## ACTORS WHO PRESENT

**A Sanjeev Bhaskar OBE**  
The Unforgotten



The ex-IBM marketer has welcomed guests to No.42, starred in Spamalot and investigated a century of Indian cinema before turning detective.

**C Patsy Kensit**  
Actor & Radio Presenter



Mellow Magic's afternoon presenter has starred in films with David Bowie and Mel Gibson, and built a huge fan base in Emmerdale and Holby City.

**A Joanna Lumley OBE**  
Actor, Presenter & Campaigner



After fighting for the Gurkhas, riding the Trans-Siberia railway and looking for The Ark, 2016 sees Joanna revive Patsy for a big screen premiere.

**B Meera Syal CBE**  
Co-creator, Goodness Gracious Me



After Broadchurch, a US sitcom and Behind The Beautiful Forevers, 2016 sees Meera as Nurse in Ken Branagh's West End run of Romeo & Juliet.

**A Hugh Bonneville**  
Viceroy's House



Hugh appeared in numerous film, TV and theatre roles before becoming a household name in Downton Abbey, Twenty Twelve and Paddington.

**B Larry Lamb**  
Actor & Presenter



Larry starred as the lovable Essex dad in Gavin & Stacey, Eastenders' villain Archie Mitchell and as Ted in the last series of New Tricks.

**A Stephen Mangan**  
Episodes, Houdini and Doyle



Stephen has credits from Green Wing to Postman Pat – via Have I Got News and Episodes. 2016 sees him take on the mantle of Arthur Conan Doyle.

**A Bradley Walsh**  
Law & Order, Play To the Whistle



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

**A Brian Conley**  
The TV That Made Me...



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.

**C Ralf Little**  
Actor & Footballer



Ralf cast aside medical studies when The Royle Family made it big. He has since starred in sitcoms and soap, and played soccer for Hollywood United.

**A James Nesbitt**  
Cold Feet



Jimmy's credits extend from hospital drama to travelogue, via The Hobbit. After playing detective in Lucky Man 2016 sees fifty-something Cold Feet.

**“A pleasure to work with from briefing to presentation.  
He was genuinely keen to make the event a success”**  
PM GROUP ON SANJEEV BHASKAR





# STEPHEN FRY

## JLA AUDIENCE TWEETS ON STEPHEN FRY



*Seems like most of ExCeL is being drawn to the #Ecobuild main arena for Stephen Fry*

*Fry talking about architecture, development, housing and being bohemian! @Ecobuild*

*Loved him – as witty as ever. So wrapped up in it I forgot to get a pic!*



**A Greg Davies**  
Man Down, Taskmaster



The former teacher (known to many as Mr Gilbert) is a panel show fixture on radio and TV. 2016 brings sitcom and more dastardly tasks.

**A Omid Djalili**  
Comedian & Actor



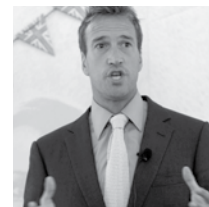
Britain's funniest Iranian has a string of film credits from Shaun The Sheep to Pirates Of The Caribbean. He's also appeared on Question Time.

**B Mark Durden-Smith**  
Presenter



Mark has fronted reality, game and chat shows as well as sports coverage from European Tour golf to Spanish football and World Cup rugby.

**B Ben Fogle**  
New Lives In The Wild



As well as his wildlife series, Ben is a Special Correspondent for NBC News. He is also an enthusiastic adventurer, travel writer and campaigner.

**A Hugh Dennis**  
Mock The Week



The former Unilever brand manager re-writes the news on The Now Show and Mock The Week. 2016 also brings sitcoms - Fleabag and Not Going Out.

**B Jason Donovan**  
Musical Theatre Star



Jason swept from Ramsay Street to chart success and West End musicals. 2016 brings a tour featuring all three No.1 hits from Ten Good Reasons.

**C Tom Dyckhoff**  
The Great Interior Design Challenge



Tom puts amateurs to the test and presents R4's Design Dimensions. He has also investigated the impact of architecture on our brain and body.

**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.

**A Dick & Dom**  
CBBC Double Act



After hosting the nationwide search for a Blue Peter face, the boys wrote *Slightly Naughty But Very Silly*. They are back at Camp Bestival in 2016.

**A Keith Duffy**  
Pop Star, Actor & Fundraiser



As part of Boyzone, Keith enjoyed six No.1 hits and 25 million record sales. He has since starred in soap, film and theatre, and hosted a talent show.

**B Rick Edwards**  
Safeword, E4



The ex-model and fashion writer has presided over studio debate, hosted a social media game and introduced super fans to their superheroes.

**A A Stephen Fry**  
Renaissance Man



The actor, novelist, poet, presenter, autobiographer, panellist and digital evangelist has also presided over 13 series of QI.

**JLA AUDIENCE TWEETS ON HUGH DENNIS**



Yes! Hugh Dennis!  
Perfect host for the  
night #BBTA16

Thanks for getting  
us off to an hilarious  
start

Hugh Dennis  
= brilliant

**C Monica Galetti**  
 MasterChef: The Professionals



After 12 years under Michel Roux Jnr at Le Gavroche, and showing her skill in the TV kitchen, 2016 sees Monica's first solo restaurant - Mere.

**A Richard Hammond**  
 The Grand Tour



Apart from car shows and spin-offs, the diminutive thrill-seeker has also fronted science and game formats – and natural history specials.

**A Adam Hills**  
 The Last Leg



After chat shows in two hemispheres and a UK tour with Clown Heart, the smiling Aussie comic travels to Rio in search of the best Paralympic stories.

**B Rufus Hound**  
 Actor, Presenter & Comedian



After Hounded, Celebrity Juice and standing for election as an MEP, 2016 brings a new role as Sancho Panza in the RSC's Don Quixote.

**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 Sir Lenny Henry CBE**  
 Actor & Entertainer



Lenny's credits stretch from classical theatre to arena tours, TV dramas, a blues album and Comic Relief. He has also written his own biopic.

**B Chris Hollins**  
 BBC Breakfast, Watchdog



Chris played cricket for Oxford and football for both Charlton and QPR. The breezy Strictly champion is also adept at rugby and consumer affairs.

**B Kate Humble**  
 The Wonder Of Dogs



Kate has lived with nomads in Nepal, studied vegetables at Kew, watched as cars were built and animals born, and launched her own beauty range.

**B Nick Hewer**  
 Countdown



Having escaped the TV boardroom, Lord Sugar's former right hand man presides over Channel 4's evergreen afternoon game.

**C Alex Horne**  
 Comedian & Bandleader



As well as leading his Horne Section in musical mayhem Alex concocts silly tasks for competitive comics on Dave – like painting a horse while on one.

**B 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.

**JLA AUDIENCE TWEETS ON NICK HEWER**



*Very full house at the awards tonight, with Nick Hewer presenting!!*

*Talking about The Apprentice. Says young people have to believe this country is built on small business*

*Host Nick Hewer is excellent!*



## SPORTS PRESENTERS

**C** Georgie Ainslie  
Fighting Talk



Georgie has hosted Sky Sports News, guested in League Of Their Own and moved from speedway to sailing, via F1. She's now married to Ben Ainslie.

**C** Mark Foster  
Swimming & Fitsteps Presenter



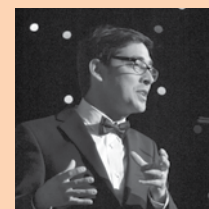
Mark won 47 international freestyle and butterfly records. 2016 sees him as pundit in the Olympic pool, willing Adam Peaty to breaststroke gold.

**C** Hazel Irvine  
BBC TV Sport



Once the youngest ever Grandstand presenter, Hazel has since become a regular at Augusta and the Sheffield Crucible. 2016 sees her in Minnesota.

**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  
Budweiser Dream Goal, Sky Sports



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

**B** Jake Humphrey  
BT Sport



Jake's profile soared as host of BBC's F1 coverage. His production company now delivers Channel 4's grands prix while Jake concentrates on football.

**A** Gabby Logan  
Match of the Day



The ex-gymnast's long list of credits stretches from long-form interviews to charity darts, via flagship football and Sports Personality Of The Year.

**B** Dan Walker  
BBC Breakfast



Before he joined the breakfast show, the *Football Thronkersaurus* author was best known for his canny ability to extract tidbits from Alex Ferguson.

**C** Mark Chapman  
Match of the Day 2



After a decade on Radio 1, Chappers does rugby, golf, cricket and football on TV and 5 Live. In 2016 he brings a distinctive voice to the Euro finals.

**C** John Inverdale  
Radio 5 Live and BBC TV



The rugby, tennis and golf specialist brings a dry wit to a variety of sports. After the 6 Nations tournament John moves on to Rio for his 8th Olympics.

**C** Jason Mohammad  
BBC TV Sport



The Welsh presenter has hosted big Cardiff occasions as well as football, golf and snooker coverage. He's also one of the team on Crimewatch.

#### JLA AUDIENCE TWEETS ON COLIN MURRAY



*It's official - we love Colin Murray. Please book him for next year!! #Yorkshire #business*

*What a top fella. The most entertaining host I've seen at a business awards dinner*

*The best awards opening ever #hashtags you'd never say at a business awards! Love it*





## The Event Awards are back for 2016

---

The industry's leading Awards scheme will return to the  
Eventim Apollo on 13 October

**Register your interest online at [eventawards.com](http://eventawards.com)**

Awards information - Liz Clayton on 020 8267 4145 / [liz.clayton@haymarket.com](mailto:liz.clayton@haymarket.com)

Partnership opportunities - Danielle Chapman on 020 8267 8010 / [danielle.chapman@haymarket.com](mailto:danielle.chapman@haymarket.com)



**A A Barry Humphries CBE**  
Satirist, Writer & Performer



In Edna Everage, Barry invented one of the most colourful and best loved characters in comedy. Dame Edna is still available for private audiences.

**B Milton Jones**  
Comedian & Writer



With 12 Radio 4 series already in the bag and a TV sitcom in development, the master of surreal puns returns in Thanks A Lot, Milton Jones!

**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.

**C Fred MacAulay**  
Scottish Comedian



Fred gave up accountancy to become a pillar of the comedy establishment and Radio Scotland. Credits include Bridget Christie Minds The Gap.

**B Alex Jones**  
The One Show



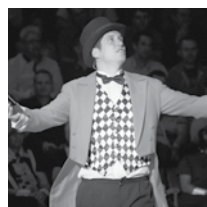
After a string of S4C Welsh-language shows, Alex made her name on BBC's early evening magazine. 2016 brings Shop Well For Less.

**A Steve Jones**  
Entertainment Presenter



The former T4 and X Factor USA host (and international model) now teams up with David Coulthard and Murray Walker for C4's first Formula 1 races.

**A Vernon Kay**  
Drive, All Star Family Fortunes



The ex-model and Radio X presenter poses questions to relatives on ITV's game show. In 2016 Vernon's also in charge of an all new driving contest.

**D Jimmy McGhie**  
Comedian



After warming up for Loose Women Jimmy took the Real Variety Show by storm. In 2016 he tours New Zealand, Australia and Singapore.

**B Gethin Jones**  
Presenter



The former Blue Peter presenter and face of Holland & Barrett has fronted music, crime and quiz shows – as well as reporting for breakfast TV.

**B Miles Jupp**  
The News Quiz



Miles's credits stretch from Balamory and Rev. to The Thick Of It and a raft of radio comedy shows. 2016 brings a cameo role in Tarzan.

**B Patrick Kielty**  
Comedian & Presenter



The Ulster comic boasts credits from Fame Academy to Live At The Apollo. 2016 brings more Help tour gigs and a Big Country radio sitcom.

**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.

**JLA AUDIENCE TWEETS ON BARRY HUMPHRIES**



Best #surprise host ever!!  
Dame Edna is at the  
#TWGlobes!! Love her!

Dame Edna: "I'll let you into a  
little secret, I'm making this up as  
I go along" #TWGlobes

I KISSED DAME EDNA  
#TWGlobes

**A A Paddy McGuinness**

Take Me Out



The former fitness instructor got his break on Peter Kay's Phoenix Nights. He's now in charge of ITV dating and touring with Daddy McGuinness.

**A Jason Manford**

Stand-up, Actor &amp; Singer



Jason's credits stretch from musicals Sweeney Todd and The Producers to Sunday Night At The Palladium. 2016 brings Chitty Chitty Bang Bang.

**B Stephen Mulhern**

Ant &amp; Dec, Catchphrase



When he isn't working on his magic Stephen has a slate of entertainment shows on ITV – from the picture quiz to a game for celebrity parents.

**A Dara O Briain**

Mock The Week, Robot Wars



Dara hails the revenge of the robots, presides over topical comedy, stars in a galaxy of science shows and sets off on the Scandinavian leg of his tour.

**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.

**B James Martin**

Chef



After Saturday Kitchen 2016 sees the car-obsessed pastry chef on tour with Plates, Mates and Automobiles: "It's part kitchen, part garage."

**A Al Murray**

The Pub Landlord



Al has hosted on Radio 2 and 5 Live, and edited R4's Today. He celebrates '21 years at the lager top' with a new show: Let's Go Backwards Together.

**A A Dermot O'Leary**

The Getaway Car, Radio 2



The original X Factor MC also fronted 1 v 100 and Are You Tough Enough? After the driving contest, 2016 brings a pilot with Gino D'Acampo.

**A Gareth Malone**

Choirmaster



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*.

**A A Graham Norton**

The Graham Norton Show



Like the late Terry Wogan, Graham enjoys a chat show, a slot on Radio 2 and a ringside view at Eurovision. He is also the Telegraph's agony aunt.

**A Richard Osman**

Pointless



Richard combines his onscreen role as Xander's all-knowing sidekick on the cult BBC quiz with his other day job as Creative Director of Endemol UK.

**JLA AUDIENCE TWEETS ON VERNON KAY**


*It's not every day that Vernon Kay shows up at your workplace to DJ for the night!*

*Lovely opening speech at the start of tonight's Gala Dinner*

*Thanks for helping to create such a great atmosphere*



**JONATHAN ROSS**



**A** Sue Perkins  
The Great British Bake-Off



Aside from the baking phenomenon Sue has made travel films, conducted orchestras, hosted Insert Name Here and penned her memoir, *Spectacles*.

**C** Anita Rani  
Countryfile



Anita's credits run from Four Rooms to Escape To The Continent via films on China and India. She also looks at Britain's Hardest Grafters.

**B** Rachel Riley  
Countdown



As well as mastering the numbers on over 1000 editions of the regular and spin-off quiz, Rachel co-presents ITV's experimental science show.

**C** Adam Rutherford  
Inside Science



Adam has explored synthetic biology for Radio 4, toured with Brian Cox in Uncaged Monkeys, and advised on a host of sci-fi feature films.

**C** Lucy Porter  
Comedian, Actor & Writer



The feel-good comedian and actor is a regular on Have I Got News, QI and Mock The Week. She's also racked up a record on Celebrity Mastermind.

**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 his stage show: My Dining Hell.

**C** Gaby Roslin  
National Lottery, BBC Radio London



Gaby's credits stretch from Chicago to Big Breakfast via health and travel formats. Her weekend is now full of morning TV, lottery and radio shows.

**C** Paul Sinha  
The Chase



After winning every quiz going, Paul was a safe choice as ITV 'chaser.' The GP-turned-comic also graces Radio 4 with occasional Sinha Tests.

**B** Romesh Ranganathan  
'Asian Provocateur'



The one-time maths teacher has ITV vehicles from Play To The Whistle to It's Not Rocket Science. 2016 sees the 'vegan sociopath' tour in Irrational.

**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.

**A A** Jonathan Ross OBE  
The Jonathan Ross Show



Nearly 30 years after The Last Resort Jonathan still makes headlines on TV. 2016 brings another two series of his flagship ITV chat show.

**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.

**JLA AUDIENCE TWEETS ON SUE PERKINS**



Kicking off nicely with some crowd pleasing Bake Off puns

Looks like she's going to enjoy herself tonight, just the right shade of love and despair at design

Sue Perkins brilliant at the design week awards!



## RADIO STARS

**B** Edith Bowman  
Virgin Radio



Edith has presented music output for MTV and across the BBC network. In 2016 she presides over breakfast at the relaunched commercial station.

**C** Jon Holmes  
Radio X, The Now Show



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

**B** Lauren Laverne  
BBC 6 Music



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

**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.

**C** Greg Burns  
Capital FM



The Capital drivetime presenter is an assured live performer, polishing his skills as a warm-up for Frank Skinner and Have I Got News For You.

**C** 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.

**B** Scott Mills  
Radio 1



As well as being an entertaining host at awards shows, Scott fills the dance floor with a playlist full of favourites from the last three decades.

**C** Matt Richardson  
Comedian



Matt teamed up with Caroline Flack on the X Factor spin-off and the ITV video clip show Viral Tap. In 2016 he joins the new Virgin Radio UK.

**B** Matt Edmondson  
Radio 1



As well as bringing comic timing and energy to the music station, Matt has hosted an ITV game and interviewed many a film star.

**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.

**C** Nihal  
BBC Asian Network



After winning a Sony for Asian Beats, Nihal hosted specialist and primetime Radio 1 slots. 2016 brings a BBC4 film and Olympics coverage for 5 Live.

**"The perfect host"**  
SUPERDRUG ON SCOTT MILLS



## JACK WHITEHALL



### JLA AUDIENCE TWEETS ON JACK WHITEHALL



*Jack Whitehall was hilarious.  
I laughed so much I didn't even  
miss gin #Stoptober*

*After 30 years – the  
best host ever?*

*OK at how many award  
ceremonies does this  
happen. Love it.*

**B Debra Stephenson**  
Dead Ringers



Culshaw's co-star boasts a repertoire from Angelina Jolie to Hilary Devey. 2016 brings a national theatre tour – A Night Of One Hundred Voices.

**A Tim Vine**  
Actor & Comedian



Tim is holder of the world record for the most jokes told in one hour: 499. After charity darts success, 2016 sees Tim turn interviewer for Radio 4.

**A Jack Whitehall**  
Actor & Comedian



After Fresh Meat, Bad Education and hosting the Royal Variety Show, 2016 sees more Backchat and a Hollywood role alongside Jennifer Aniston.

**A Holly Willoughby**  
This Morning, Play To the Whistle



Holly's credits extend from CD:UK to Dancing On Ice and Celebrity Juice, via The Voice and Surprise Surprise. 2016 brings a book on parenting.

**C Bill Turnbull**  
Think Tank



After breakfast duties, 2016 sees Bill take on a new quiz and make travel films. As a former correspondent he's already reported from 30 countries.

**B Danny Wallace**  
Author & Presenter



The Join Me founder, Mighty Boosh producer and author of *Yes Man* has also joined The IT Crowd and delved into *Awkward Situations For Men*.

**B Josh Widdicombe**  
The Last Leg, Josh



The ex-sports reporter boasts his own online sitcom, topical chat for C4 and regular appearances on panel games. He also hosts Fighting Talk on 5 Live.

**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.

**C Chris Turner**  
Comedian



The smiling, self-deprecating toast of the 2015 Real Variety Show draws on audience suggestions and turns them into show-stopping freestyle rap.

**A A David Walliams**  
Britain's Got Talent



David's TV credits stretch from sketch shows with Matt Lucas to Big School, Billionaire Boy and Partners In Crime. 2016 brings an animated film project.

**B Emma Willis**  
Big Brother, The Miracle



After co-hosting the final BBC series of The Voice, 2016 sees the ex-model and Big Brother presenter investigate life-changing surgery for ITV.

**B Reggie Yates**  
Release The Hounds



Reggie hosted the official chart show before presenting the game show set in a spooky forest. He's also a regular face on the BBC III! digital channel.

**"A fantastic, fun host – he managed the presentation with great skill"**  
ECOMMERCE 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


James was Gillette's original voice for The Best A Man Can Get. He has also picked up a Sony award for his Flirty at 9.30 feature on Capital.

**E Alan Dedicoat**  
 The 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 one-time comedy partner has narrated for Radio 4 and voiced on Star Wars - The Phantom Menace, Hitchhiker's Guide and Dr Who.

**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 narrated animated movies, recorded thousands of ads and acted as brand voice for Dominos.

**E Laura Shavin**  
 Voice Artist


Laura is best known for hundreds of impressions on The Now Show. She's also the voice of Sainsburys and Very, and a regular host on Essex Radio.

**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**  
 Actor & Voice Artist


Rachel has been a regular continuity announcer for ITV1, C5 and Sky Arts. 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.



General Sir Mike Jackson, John Sergeant, Rory Bremner & Eve Pollard  
at JLA's 25th Birthday

## AFTER DINNER SPEAKERS

- 97 GENERAL INTEREST
- 105 CORRIDORS OF POWER
- 107 SPORT
- 111 BUSINESS
- 114 AFTER DINNER GAMES



## BUZZ ALDRIN

### JLA AUDIENCE TWEETS ON BUZZ ALDRIN



OMGosh - after dinner speaker is Buzz Aldrin. Absolute legend!

Sat at National Business Awards listening to Buzz Aldrin and the Prime Minister. I must be doing something right!

[from Buzz] Thank you for the standing ovation at the #businessawards2015 in London last night. I was honored.



## A A Buzz Aldrin (US)



When Apollo 11 landed, Buzz and Neil Armstrong became the first to set foot on the moon. Nearly 50 years later he's still circling the globe – encouraging politicians and business to work together towards a colony on Mars: "It will be built by robots. Every 26 months new pioneers will take a one-way trip!"

## B Gyles Brandreth



2016 sees the diarist, novelist, panelist 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.

## D David Bryon



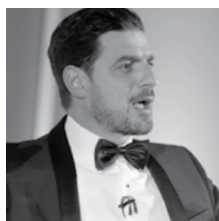
When he isn't pursuing his second career as a club comedian, the former MD of bmibaby uncovers the truth about airport check-ins, customer relations, in-flight communication and other joys of 21st century travel. Audiences are also invited to practise safety procedure, but not quite as we know it.

## D Rev Richard Coles



In a previous incarnation the priest of St Mary the Virgin and genial co-host of Radio 4's Saturday Live scored chart success with Don't Leave Me This Way. 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.

## C Alexis Conran



Originally an advisor on the TV drama Hustle, Alexis now hoodwinks his victims onscreen for Discovery's Man V 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.

## 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. 2016 sees Keith star in Big Maggie and the movie Black Prince (and a possible supergroup collaboration). At dinner he recalls an embarrassing moment with Pavarotti.

## B Huw Edwards



Huw anchors Britain's most watched news bulletin and presents coverage of State occasions. He's also played a cameo in Skyfall, guided 27 million viewers through the Olympic Opening Ceremony and pulled the wool over panellists' eyes in Would I Lie To You? Huw is a master storyteller, with a very sharp wit.

## 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 Ask Boris and Phone Farage, 2016 could herald Call Khan. Nick admits that Bojo once tried to persuade *him* to stand as London Mayor.

### JLA AUDIENCE TWEETS ON DAVID BRYON



Highly amusing insights into the aviation industry from David Bryon

Excellent humour and spot-on with the '8Cs'

He's really funny but we're also learning a lot

**C** Shelagh Fogarty

The LBC presenter (known to long-standing fans as Vuvu-Shelagh) hosts a daily phone-in on the stories behind the headlines. Shelagh admits to having the odd dream about George Osborne, who found out and encouraged her to enjoy the experience. As the story demonstrates, she's also a marvellous mimic.

**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 well crafted gags, Will argues that business has a lot to learn from the old masters.

**B** Andy Hamilton

As well as lending wit and wisdom to panel shows, Andy re-invented BBC sitcom as writer and director of Outnumbered. He also created Ballot Monkeys, a 'real time' sitcom set on the campaign buses as they criss-crossed the nation's motorways. Andy shares his love of science, football and posing politicians.

**C** Dr Phil Hammond

The Private Eye columnist, Have I Got News For You panellist and former GP has also sold out theatres in Games To Play With Your Doctor. Phil explains what goes through their minds and addresses the pressing medical issues, like 'What's the most effective sexual position for losing weight?'

**D** Julia Hartley-Brewer

As demonstrated in the phone-hacking scandal, the columnist turned phone-in host admits that most of her colleagues would fail any morality test. Imagine you're a paparazzo. You see a man up to his neck in quicksand and realise he's a politician. The question is, what exposure will best capture the drama?

**A** Paul Hollywood

Originally trained in sculpture, Paul turned to bread making and pastry in grand hotels before displaying a talent for TV. Even in the digital age Bake Off still enjoys old-fashioned ratings. Among a mix of stories and demo, Paul might mention threatening to have 'Bez' arrested – after she autographed his car.

**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.

**B** Dr Christian Jessen

Christian is a Harley Street doctor. As presenter of Embarrassing Bodies he is also accustomed to total strangers showing him their bits in the street. After dinner Christian delights in dispelling myths, taking guests on a tour of history's medical curiosities and wondering if humans can achieve immortality.

**D** Helen Keen

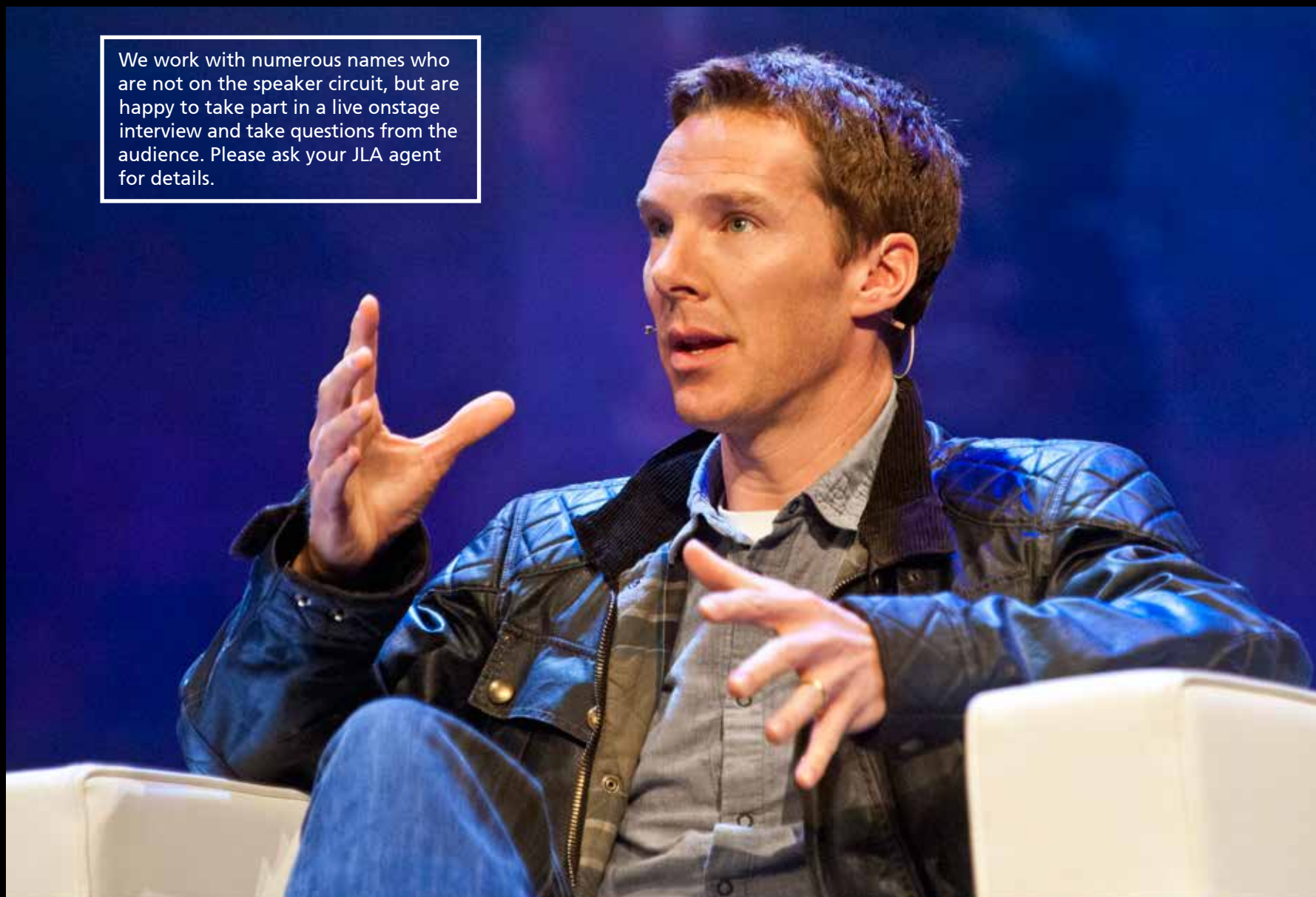
As a young writer / performer Helen discovered that space lends itself to comedy. She has since compered CERN's first stand-up show and become a regular on Radio 4 with It Is Rocket Science. In her latest series she tackles some really big problems, like the future. After dinner Helen looks at women's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

**"Excellent - glam, sassy, really good"**

CITY AM AWARDS ON JULIA HARTLEY-BREWER



We work with numerous names who are not on the speaker circuit, but are happy to take part in a live onstage interview and take questions from the audience. Please ask your JLA agent for details.



AFTER DINNER  
SPEAKERS

## AN AUDIENCE WITH... **BENEDICT CUMBERBATCH**



JLA AUDIENCE TWEET ON BENEDICT CUMBERBATCH  
*Cumberbatch sharing views on social  
media, fame and measuring success!  
Awesome and top bloke! #AdobeSummit*

AFTER DINNER SPEAKERS  
GENERAL INTEREST

AFTER DINNER ACTORS

**B** Robert Bathhurst



After making his TV debut in *Joking Apart*, Robert's big break came playing the management consultant in *Cold Feet*. 2016 brings a fifty-something revival. In the meantime Robert has been Prime Minister, Mark Thatcher, a *Downton* widower and Alex, undisputed star of the City pages. Robert spills the beans.

**B** Sanjeev Bhaskar



The ex-IBMer has welcomed guests to *No.42*, played Arthur in *Spamalot* and taken his seat as Chancellor of Sussex University. He has also turned detective in *Unforgotten*. Sanjeev admits his parents wanted him to go into medicine, "which led to a confused pride when I 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 winning roles in *Brassed Off*, *Shakespeare in Love* & *Downton Abbey*. Jim explains how it feels after years on the boards to be recognised the world over as a butler.

**A** Hugh Dennis



The ex-Unilever brand manager and *Outnumbered* star rewrites the news headlines on *Mock The Week* and series 48 of *The Now Show*. 2016 also heralds a new sitcom, *Fleabag*, and more *Not Going Out*. Over dinner Hugh mixes topical gags with a celebration of Britishness, including our ridiculous etiquette.

**C** Patsy Kensit



Patsy started in showbusiness at the age of 4. She's since starred opposite Mel Gibson and David Bowie, mesmerised fans of *Emmerdale* and *Holby City*, and created her own 'Preciously Perfect' skin care range. After dinner Patsy tells tales from the set – and her other life as a businesswoman and working mum.

**C** Larry Lamb



Larry is well known to millions as *EastEnders* villain and lovable Billericay dad in *Gavin & Stacey*. He also joined the team in *New Tricks*. A natural storyteller, Larry takes guests from his earliest days on a market stall to fixing the pipes below Broadway, *starring* on Broadway and having two TV family Christmases.

**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. 2016 sees her revive *Patsy* for a big screen premiere. Joanna confesses to numerous retakes in a kissing scene with Mr DiCaprio.

**A** Stephen Mangan



Stephen has starred in everything from *Green Wing* to *Postman Pat* – via *Just A Minute*, *Have I Got News* and *Episodes*. He's also won major awards, but can't bring himself to boast about them when he works in LA (as you're meant to do). Stephen's other problem with films is waiting 8 months to hear the laughs.

**B** Adil Ray



Adil is the creator of *Citizen Khan*, the first British sitcom set in a family of Pakistani Muslims. He is also the star (after two hours of make-up), with 4 million viewers. 2016 brings another first: a solo arena tour. Adil proves that Khan strikes a universal note – not cool or 'on-trend,' just laugh-out-loud funny.

JLA AUDIENCE TWEETS ON JOANNA LUMLEY



At Lambeth Palace with Lauren Laverne interviewing Joanna Lumley with Google. Doesn't get better than that!

Nice words from Jo Lumley on Victoria Wood: "A top girl"

In heaven. A true national treasure. Love her

**C** John Lloyd CBE



The producer behind *Spitting Image*, *QI*, *Blackadder* and *The Hitchhiker's Guide To The Galaxy* steps out of the shadows for *Radio 4's Museum Of Curiosities*. 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.

**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.

**B** Richard Madeley



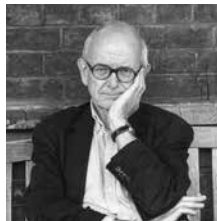
Richard and Judy achieved cult status as mainstays of daytime TV. Their online book club continues to influence the nation's reading habits. Over dinner Richard uncovers the mishaps and nervous moments, from nudging The Queen out of his way to facing up to a volatile OJ Simpson.

**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** Dr Henry Marsh CBE



As a brain surgeon Henry's job is to "slice through the matter that makes memories." The team works under great pressure, with a massive amount of risk. As in the bestselling *Do No Harm*, Henry talks about his own fallibility and explains why patients should not see surgeons as demigods... or villains.

**B** Michael Mosley



Michael tried his hand at banking and trained to be a psychiatrist before turning to TV. He has since sold more than a million copies of his *5:2 Fast Diet* book. After dinner Michael uncovers the acronyms hospital doctors used to scribble in patients' notes, like TUBE (Totally Unnecessary Breast Examination).

**C** Cathy Newman



Cathy co-presents Channel 4's evening news bulletin and writes the FactCheck Blog separating truth from spin. She's also guested on *Have I Got News*, argued that most MPs deserve more pay, and demonstrated Gangnam Style live on the news. After dinner Cathy explains why she's part Rottweiler, part Poodle.

**D** 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 shares at least eight reasons to be optimistic.

**B** Richard Osman



As Creative Director, Richard stood in as the sidekick when *Pointless* was pitched to BBC executives. They looked no further. Richard's also a natural raconteur - sharing showbiz gossip, heaping praise on his hosts and confessing to moving to the kind of area where people use Waitrose sea salt to grit their drives.



## AFTER DINNER CORRESPONDENTS

**B** Kate Adie OBE

People used to joke that if you find yourself in the same place as Adie you should get out immediately. As Chief News Reporter she broadcast from the front line in the Gulf War and riots in Tiananmen Square. After dinner Kate talks about Britain's home front, 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 middle of conflict – including how he dodged bullets in Bosnia by falling asleep in a blackberry bush.

**C** Gavin Hewitt

Gavin reported from the front line as the Berlin wall was brought down, as New Orleans was buffeted by Katrina, and as the EU responded to financial chaos. In the aftermath of the Brexit referendum he offers a revealing (often hilarious) insight into how Britain is seen by the rest of Europe.

**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 own favourite gags.

**A** Sue Perkins

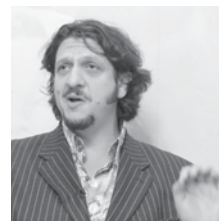
Sue has glided from writing French & Saunders skits to conducting orchestras, getting the nation baking and exploring the Mekong river. 2016 brings a new 'Insert Name Here' quiz and a new cast of contestants in the tent. After dinner Sue serves up a melange of historical, comical and culinary tales.

**A** Grayson Perry

The Turner Prize winner, Reith Lecturer and author of Playing To The Gallery is known for his colourful wardrobe as well 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.

**C** Eve Pollard OBE

Eve enjoyed a ringside seat as a First Lady of Fleet Street – mixing with heroes, villains, Presidents and Prime Ministers. She also fronted TV coverage of the latest royal birth. Eve recalls how one interview with Mrs Thatcher went on for 28 minutes without her being able to ask a single question.

**C** Jay Rayner

The Kitchen Cabinet host, critic and One Show food expert is "a greedy man in a hungry world." He also likes to slay sacred cows, like farmers' markets. After dinner Jay dispenses tips and dips into his one man theatre show My Dining Hell – examining why we're all so keen to read lousy restaurant reviews.

**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 to the odd awkward encounter: how do you address someone you've just depicted as a warthog?

## JLA AUDIENCE TWEETS ON KATE ADIE



Good to see the #AOPA autumn led by two awesome ladies: Louise Minchin and Kate Adie

Christ we must be in danger - Kate Adie is here!!

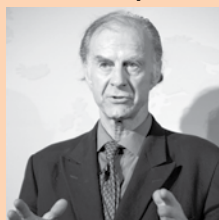
Feeling v lucky to have chatted 1:1 with Kate Adie at my conference today - amazing woman



## TRAVELLERS' TALES

**C Benedict Allen**

Benedict has lived in the Siberian wilds, survived the Skeleton Coast and crossed the Gobi. He's been shot at, hunted and left to stitch up his own chest: "It's a bit more extreme than the corporate jungle, though there are parallels." Benedict happily shows off the scars from a Niowra initiation ceremony.

**B Sir Ranulph Fiennes OBE**

Ran was the first to reach both poles by foot. He has also taken on the hottest and coldest adventures on Earth, conquered Everest, run 7x7x7 marathons and raised millions for Marie Curie. With a bone dry wit, the 72-year old lists the qualities he still looks for in his teams – like resisting the temptation to whinge.

**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.

**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.

**C Tim FitzHigham**

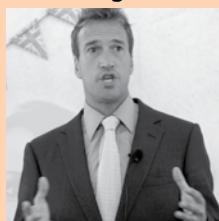
In the long roll call of British eccentrics, Tim's record speaks for itself. He is the first man to row across the Channel in a bathtub, and the first to run across the plains of La Mancha in full armour. The man behind *The Gambler* confesses to being a sucker for a good wager. Could he walk backwards for 30 miles?

**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*.

**D Giles Duley**

Giles used to photograph celebs, until he turned his talent to illuminating what was happening in places like Afghanistan. Sadly an IED claimed both legs and an arm, but he's continued to do his job. Giles' story is remarkable; his storytelling is emotional, uplifting, a little humbling and surprisingly funny.

**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. In 2016 he's paddleboarding from Russia to the US.

**A Levison Wood**

The ex-Parachute Regiment officer uses his training in dangerous environments as a photojournalist. As shown in the C4 series, Lev has trekked the Nile and the Himalayas to see how their ancient communities survive. He describes the villagers who fish at night, without boats, in crocodile-infested waters.

## JLA AUDIENCE TWEETS ON BEN FOGLE



Sourcing out 'Lives in the Wild' after an amazing talk about fear from Ben Fogle #crocodiles

**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 to make fiddly food on a TV cookery show.

**C Bill Turnbull**

After distinguished service on the breakfast TV sofa, 2016 sees Bill at the helm of a new quiz, Think Tank. He is also filming travel documentaries. Over dinner the amateur beekeeper and Strictly tango specialist recalls the more colourful interviews – like when he dared to ask Gordon Ramsay if he still cooked.

**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. Danny regales audiences with true life tales from his seminal work: *Awkward Situations For Men*.

**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 Justin Webb**

Justin served as BBC North America Editor before he joined Radio 4's Today programme. He also penned *Notes On Them And Us*. After dinner Justin offers sharp and entertaining insight into the Presidential election: "Never in human history has so much been spent, by so few, achieving so little."

**C Quentin Willson**

The one-time Top Gear presenter, TV format mogul and vineyard owner now teams up with Jodie Kidd on The Classic Car Show. Quentin is also behind the FairFuelUK campaign, which has helped stall £30bn in duty rises. He offers an irreverent and shamelessly politically incorrect take on modern life.



## C Lord (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.

## C Philip Collins



Philip was once a top ranked equity strategist and a teacher - before becoming Blair's chief speechwriter. They left No.10 on the same day. Now at The Times, Philip weighs up the personalities, compromises and agenda of the leading players; he also uncovers the secrets of the daily editorial meeting.

## C Lord (Daniel) Finkelstein OBE



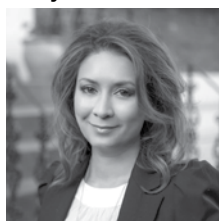
Danny advised Hague and Major before aligning himself with Cameron, Osborne & Co. He is now a working Peer and reigning Govnet Wit Of The Year. Still writing on politics (and football, his other love), Danny makes sense of the battle lines in both camps after the big referendum.

## A A Lord (William) Hague



William served as Conservative Party Leader, Foreign Secretary and Commons Leader. In the meantime he built a reputation as a peerless raconteur (hailed by Hillary Clinton as "the David Beckham of toasting.") Alongside serious matters, William explains why he tackled the PM on the existence of Father Christmas.

## D Ayesha Hazarika



Ayesha was a successful stand-up comedian before becoming Chief of Staff to Harriet Harman. She also helped in rehearsals for the TV debates, honing her impressions of Nicola Sturgeon and Natalie Bennett. After dinner Ayesha shows the best and worst ways to get your message across.

## 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 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. After publishing his memoirs and leading Labour's troops into Europe, Alan reveals how he saved the PM from a disastrous acronym.

## A Andrew Marr



The author of *Head of State* (a referendum thriller) quizzes the runners and riders on his Sunday show - and often sets the week's news agenda. Over dinner Andrew takes a look at some of those who have had a lasting influence, from Tony Blair to Keith Richards and Martina Navratilova.

## 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 and receptions steeped in diplomatic protocol. After dinner he sets out 'How to be an Ambassador' and reveals his ten rules of successful negotiation.

### JLA AUDIENCE TWEETS ON WILLIAM HAGUE



Brokers and insurers like a class listening to their favourite teacher #biba2015 #bibafever

William Hague really is a brilliant public speaker!

Hague on Labour: "Rarely have so many suffered the disappointment they so thoroughly deserved."



**B Andrew Neil**

The presenter and media owner accepts the saying about Scotsmen and rays of sunshine. In 2016/17 he brings a wry humour to the US, French and German elections – and turns the 188-year old Spectator into a cutting edge digital business. After dinner Andrew sheds light on the backstairs deals.

**D Isabel Oakeshott**

Before writing the controversial Call Me Dave, the Daily Mail's Political Editor-at-Large made headlines by breaking a story that brought a ministerial career crashing to the ground. As the Government reaches the half way point, Isabel picks over the plotting to replace *both* the main party leaders.

**B Matthew Parris**

The former Tory MP and parliamentary sketchwriter has also taken on numerous challenges. He's led an expedition across the Sahara, shaved off his hair to see how it felt to be bald, and smoked a lot of skunk for Channel 4. With Labour out on the left, Matthew wonders if the Tories should split into three.

**C John Pienaar**

A veteran of the Westminster beat, the BBC Deputy Political Editor believes that cynicism is unhelpful: 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.

**B Michael Portillo**

As well as cosying up to the opposition on the late night TV sofa, 2016 brings Great American Railroad Journeys. The ex-Conservative Cabinet Minister also weighs in on the debate in radio's Moral Maze. After dinner Michael confesses that he often has problems with today's politicians.

**C Sir David Reddaway**

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

**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. The difference between him and a stand-up poking fun at Westminster is that Steve knows the people concerned. In 2016 his sights are set on Corbyn.

**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.

## JLA AUDIENCE TWEETS ON MICHAEL PORTILLO



Challenge: "Think of a single tough decision that Boris Johnson has ever made. It might take a while."

Portillo doing meerkat impressions has made my day #ARLAConf2016





## A Clare Balding OBE



Clare is the First Lady of TV sport. The ex-champion jockey fronts Royal Ascot and hosts the weekly chat show. 2016 sees her covering all the action from Rio. After dinner Clare shares highs and lows, and takes guests behind the latest back page headlines. She is also adept at live Q&A with sporting heroes.

## D Henry Blofeld OBE



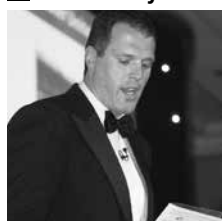
After 40 years with TMS, Blowers is a commentary box legend. He claims half his listeners are women. After dinner Henry might relive that moment when he found himself in a hotel corridor covered only in a small paper doily, or explain how a cricket match is just like a symphony.

## 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 while cycling across America. His next target was the European Parliament.

## B 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.

## D Glenn Catley



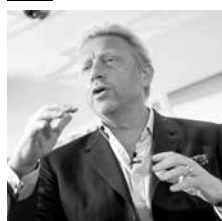
The former world super-middleweight champion is now both a television pundit and a hypnotherapist, helping young people back into work. After dinner he talks about coming face to face with a man who wants to render you unconscious. He also explains why he failed to hypnotise himself.

## B Steve Cram CBE



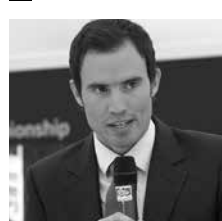
The Jarrow Arrow was a track legend at 1500m and 2000m. He's since become a polished commentator, served as Britain's Olympics athletics representative and founded the Marathon of the North. He is now looking forward to the 2017 World Championships in London. Steve offers his account of a golden era.

## 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, an entrepreneur and now as coach to Novak Djokovic. He explains why the Serbian star looks no further ahead than the next match.

## 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 Austin Healey



Always adaptable on the rugby field, Austin's range now extends from pasodoble to punditry via team building activities and a string of business interests. After dinner he lifts the lid on Woodward pep-talks, shows how he keeps up energy levels and describes the pressure of touring (with Strictly).

### JLA AUDIENCE TWEETS ON MARTIN BAYFIELD



*Martin Bayfield - brilliant at Dealmakers Awards. Definitely someone to look up to!!!*

**C Hazel Irvine**

Hazel was the youngest ever Grandstand presenter. She's since become the first female anchor at a golf major: 2016 sees her in Minnesota for the Ryder Cup. After dinner Hazel recalls her impromptu interviews with Pavarotti (about showjumping) and Seve, who most wanted to be remembered as "an artist."

**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 expert advice for the City, travelling with the Prime Minister on a trade mission to China. Graeme uncovers the real business of football.

**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. 2016 sees him lead his national team in their first Olympic contest. Paul describes the pressure to select the right team and to keep your tactical head while battle rages.

**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 more than one occasion), and gave a generation of men their hairstyle. Kevin entertains and inspires any audience, not just football fans.

**B Gabby Logan**

The former gymnast has written for The Times and performed stand-up for Comic Relief. 2016 sees her co-present the Invictus Games in Orlando. As well as a stream of well crafted sporting gags, Gabby offers advice for parents: "What do you do when the kids give you a guilt trip? Make them feel guilty back!"

**B Barry McGuigan MBE**

The Irish-born WBA Featherweight Champion was a voice of unity during the Troubles, becoming a role model in and out of the ring. He is now a promoter, mentor and manager to a stable of boxers, including his protégé Carl Frampton. As well as a fund of stories Barry talks about spotting and developing talent.

**D Alison Kervin**

Alison is the first female sports editor of a national newspaper. Used to breaking through glass ceilings, she was also the first to referee at Twickenham. She has written 14 books, interviewed sporting legends and toured with cricket, rugby and football squads. Alison explains what it takes to get to the top.

**B Sir AP McCoy OBE**

The first jockey to be Sports Personality of the Year, Tony rode to glory in the Grand National, Gold Cup and Champion Hurdle. He has over 4,300 wins under his belt. Now a Director of the PJA, Tony talks about the biggest moments – and the chilling fact that he's broken hundreds of bones along the way.

**C Lee McKenzie**

Aside from equestrian duties, Lee is usually found in the Formula One pit lane. She has made four racing drivers cry (mostly for positive reasons) – and earned a co-driver's place in the World Rally Championship. Lee has also competed against Michael Schumacher in a rodeo tournament.



## AP MCCOY



### JLA AUDIENCE TWEETS ON AP MCCOY

*Racing fans or not, the audience is completely gripped by AP McCoy*

*AP McCoy - inner belief but never outward arrogance. A great mindset @NlChamber*

*A standing ovation for AP McCoy @NlChamber #annuallunch2015*

**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 ability on the field: "Altogether I dropped 627 catches, two of which were difficult."

**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.

**B** Stuart Pearce MBE

Stuart is no stranger to pressure. He famously missed a penalty at Italia 90, restored his pride at Euro 96 – then found himself plastered all over the papers for leaving Beckham out of his London Olympic squad. In Euro year the former electrician offers a riveting glimpse behind the scenes of the national game.

**D** James Pearce

As a BBC sports correspondent James covered every step of London's Olympic journey. Before returning to duty he enjoyed a sabbatical with the FA, aiming to improve their communication skills. James hoped we'd never again hear the words "It was only a yard away from being an inch-perfect pass." Maybe.

**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.

**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.

**D** Garry Richardson

The Sportsworld anchor is also a long-serving Today presenter, and one of the funniest speakers on the circuit. He's proud of the interview with Clinton at a rain-sodden Wimbledon, but admits to a chequered record as a tipster. As well as performing solo, Garry hosts Q&A with the likes of Harry Redknapp.

**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 happy to field all manner of questions from the floor.

**B** Howard Webb MBE

Howard learned how to take unpopular decisions as a policeman. It came in handy when he refereed the World Cup and Champions' League. Howard reveals the chatter in the ref's headpiece, and how he dealt with stars like Mario Balotelli (who always wants the last word) and Luis Suárez (more of a puppy).

"A gem - interesting, insightful and charismatic. We couldn't have asked for more"

GREENVALE AP ON BARRY MCGUIGAN



## C Steve Bee



Steve published the world's first comic book about pensions. He's a hilarious communicator as well as a respected industry specialist. Steve pours scorn on a host of ludicrous and arbitrary rules that beset us all. While pension provision is vital, he bemoans the fact that he's devoted his entire life to the subject.

## B 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 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.

## C Guy Browning



In *Never Hit A Jellyfish With A Spade*, Guy explained how to handle tricky situations like starting a queue. He's now had a go at drafting a British constitution, which deals with handshake etiquette. After dinner the bestselling business writer lives up to his billing as the David Attenborough of the corporate jungle.

## B Lord (Michael) Grade



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 helped create.

## B Nick Hower



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 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.

## C Matthew Gwyther



The award-winning Editor of *Management Today* and BBC In Business presenter knows business back to front. He's had to digest bizarre jargon, moronic press releases and creative excuses for two decades. He still can't help wondering why a car company drove him at 140mph to discuss a major scandal.

## B Simon Jack



The BBC's Business Editor gives listeners their first dose of the action on Radio 4's *Today* programme. After dinner Simon reveals what you can learn from interviewees' body language, and how reporting on the financial markets is very much like dealing with children. Or drug addicts.

JLA AUDIENCE TWEETS ON LUCY KELLAWAY



Lucy Kellaway just delivered a London lunchtime talent experience - funnier than stand-up comedy



## STEPH MCGOVERN

"Nobody works the room like Steph - we were so impressed"

TRANSPORT TIMES

**B** Leo Johnson



True to his vision, the BBC's future-proofing expert has turned his West London neighbourhood into a wine commune. The result is known as Brent Crude. With all the charm and comic timing of his illustrious sibling, Leo explains why Marilyn Monroe provides the key to a healthy and sustainable economy.

**B** Steph McGovern



Steph has progressed from Black & Decker engineer to BBC Breakfast business reporter and co-presenter. In the process she's been trained in lean production, explained monetary and economic policy, danced an impromptu Irish jig live on air – and been mistaken for a prostitute in Grimsby Fish Market.

**D** Russell Taylor (aka Alex)



Russell is one half of the duo behind Alex, the City's favourite banker. He might only be a cartoon strip, but when the world teeters it's him they turn to for inspiration. Or at least a laugh. Russell confesses that Alex isn't a fan of compliance, or anything that gets in the way of a good day's shooting.

**B** Lord (Digby) Jones



The Brexiteer and ex-CBI Director General bestrides the globe banging the drum for British business. He has also followed in Harvey-Jones' footsteps as a TV Troubleshooter. After dinner Digby admits to a hard time with a Beijing audience – when the interpreter told guests to laugh *just before* the punchline.

**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 ghost writing a novel for 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.

**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 is good for business.

**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.

**D** Martin Vander Weyer



Martin started as 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."

JLA AUDIENCE TWEETS ON RORY SUTHERLAND



Absolutely loving this from Rory Sutherland  
#PRLinPerson - behavioural science,  
altruism, evolutionary biology...

"Trust grows at the speed of a  
coconut tree and falls at the  
speed of a coconut"

"A flower is just a weed with  
a marketing budget" Loving  
the speech

## 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 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. 2016 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.

“We didn’t expect it to be so lively and funny”

INTERSYSTEMS ON NIGEL BARDEN



Dara O Briain, Jon Culshaw & Nick Hewer  
at JLA's 25th Birthday

# COMEDY, MUSIC & ENTERTAINMENT

- 117 STAND UP COMEDY
- 128 COMEDY MUSIC
- 131 MAGIC & VISUAL
- 133 VOCALISTS
- 139 DANCE & PHYSICAL PERFORMANCE
- 140 INSTRUMENTAL & ORCHESTRAL
- 143 DANCE BANDS
- 145 DJs



JOHN BISHOP

JLA AUDIENCE TWEETS ON JOHN BISHOP



*Sitting ten feet from John Bishop. Do I or don't I???*

*Fantastic to see John Bishop at the Mercedes-Benz ball #YNWA*

### A Chris Addison



Chris sabotaged everything that stood in his way in *The Thick Of It*. He went on to become a regular on *Mock The Week* and direct several episodes of *VEEP*, Armando Iannucci's US sitcom. Likening himself to a collage of twiglets created by a child, Chris' live set looks at Englishness, God and Waitrose.

### A A John Bishop



The Liverpudlian is one of comedy's biggest draws, with a smiling take on family life. After cycling the length of Australia's Gold Coast, gawping at gorillas in Rwanda and a Supersonic night at the Albert Hall, 2016 brings a new chat show for W. The Telegraph describe John as 'a marvellous raconteur.'

### A Kevin Bridges



The jocular Scot sold 400,000 tickets for his last tour. His book, *We Need To Talk About Kevin Bridges*, has also achieved bestseller status. In his live show Kevin muses on sport, career choices and the talents of his fellow Glaswegians. According to The Guardian 'It's mainstream comedy with very sharp elbows.'

### 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*. Teasing his audience, Stephen delivers 'unashamed feelgood entertainment,' say the Standard. 2016 brings a tour of Australia and, oddly, Tasmania.

### 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.

### 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*. 2016 also brings a new tour: *Why The Long Face?*

### B Rob Beckett



Rob came to stand-up from the event industry. One Times critic believes 'he already has the confidence of a veteran.' He's supported Russell Kane, become a regular on panel shows, co-hosted from the jungle and appeared in *Live At The Apollo*. 2016 sees more *Drunk Histories* and a *Mouth Of The South* tour.

### 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 and working in opera, he is back on *I'm Sorry I Haven't A Clue*. In cabaret Rory offers his own tribute to Bojo, Farage & Co.

### C Doc Brown



As a rapper Doc Brown (aka Ben Smith) has worked with Mark Ronson and De La Soul. As an actor, he's made his mark in *Law & Order UK* and *Level Up*. As a comic he mixes rhythmic skills and observations on London life into a skillful routine. 2016 brings ITV's *Brief Encounter* and filming with Ricky Gervais.

#### JLA AUDIENCE TWEETS ON RORY BREMNER



Rip roaring laughter listening to Rory Bremner

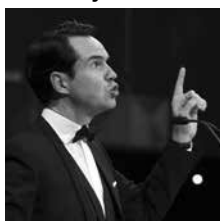
Amazing performance at the IPF Dinner in Birmingham. 650 guests laughing and smiling

Hilarious - just what we need after dinner!



**B Ed Byrne**

After encountering gangsters and wrestlers in their first trip, 2016 sees another Great Big Adventure for Ed and Dara O Briain. He also resumes duties as the most frequent guest on Mock The Week. According to The Telegraph, 'Ed has the ability to layer laugh upon laugh, and make it look so easy.'

**A Jimmy Carr**

The poker-faced quizmaster returns in 2016 in more 8 Out Of 10 Cats Does Countdown. He also hits the road in a Best Of, Ultimate Gold, Greatest Hits tour. Since Jimmy opted out of a career in marketing, he's sold over a million DVDs. He's now become the first British comic to film a special for Netflix.

**C Des Clarke**

Capital Scotland's breakfast co-host has also fronted the topical BBC show, Breaking the News. In cabaret the one-time sports reporter comes up with a stream of half-formed sentences, stupendous one-liners and spine-tingling wordplay. 2016 brings a panel show for BBC NI with Patrick Kielty.

**C Alun Cochrane**

Managing to be dour and upbeat at the same time, Alun shares his views on sat-nav, air fresheners and the etiquette of sharing a packet of crisps. As well as the cult Absolute Radio podcasts with Frank Skinner (who refers to him as The Cockerel) 2016 sees a new tour, Alun Cochrane: A Show With A Man In It.

**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.

**A Nina Conti**

In HBO's Family Tree the actor-ventriloquist charmed US and UK audiences. As her puppet puts it, they're "genre-defying." The Mirror just call Nina 'a genius.' After her improvised In Your Face tour, 2016 brings a West End run. Nina's corporate act features Lydia, 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.' 2016 sees Hal play the house husband on Radio 4 and guesting on HIGNFY, Play To The Whistle and Would I Lie To You?

**A 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. The referendum and elections bring more opportunities for the Dead Ringers star to draw on his collection of 350 impressions.

**A Greg Davies**

The Inbetweeners's Mr Gilbert (and former teacher) is now a fixture on everything from Mock The Week to Would I Lie To You? He also returns in Man Down and sets ridiculous challenges on Dave's Taskmaster. In his live routine Greg reveals the pros and cons of being exceedingly tall.

## JLA AUDIENCE TWEETS ON GREG DAVIES



*What a night! Brilliantly hosted awards with entertainment from Greg Davies @oldbillingsgate*



**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. Mixing schoolboy cheek and deadpan delivery, the Sony winner is one of the finest one-liner merchants in the business. He is also a seasoned contestant in celebrity quizzes.

**C Simon Evans**



Simon is a regular guest on Radio 4's News Quiz and The Unbelievable Truth. He also explored 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.

**B Richard Herring**



Richard made his name alongside Stewart Lee in the sketch and stand-up show Fist Of Fun. He graduated to a no-holds-barred comedy podcast and a series of challenging solo shows. Mellowing with age and the joys of parenthood, Richard is now preoccupied with building ever larger pyramids of Ferrero Rocher.

**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, challenging 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 Detour De France to The Royal Variety Performance.

**A Adam Hills**



According to The Scotsman, 'if Prozac was human it would be Adam Hills.' He brings the same energy to his chatshows in the UK and Australia. 2016 brings a tour of Clown Heart and a trip to Rio to eke out the best Paralympic stories, as well as studio banter with Alex Brooker and Josh Widdicombe.

**D Alex Edelman**



The laid-back New York comic has won Edinburgh's Best Newcomer award, appeared with John Bishop and supported Eddie Izzard in Berlin and Moscow. Described by The Guardian as 'a charismatic young Seinfeld with a big future,' Alex considers the trials of being Jewish, American and a Millennial.

**C Matt Forde**



Matt once persuaded Tony Blair to be a guest on his live show, to relive his student attempts at stand-up. The TalkSport host, Have I Got News and News Quiz panellist and one-time 'spad' turns the dark art into entertainment, complete with uncanny impressions. It's positive, all embracing *pro-politics* comedy.

JLA AUDIENCE TWEETS ON THE REAL VARIETY SHOW



Excited to be here @jlaLIVE  
scouting for entertainment  
for next year's awards

Loving the @jlaLIVE show tonight.  
Searching for some talent for the  
awards this November

Outstanding JLA, how do we  
pick a headliner from that???  
Thank you



**B Milton Jones**

Aside from *Mock The Week*, Milton dishes up surreal comedy for Radio 4. 2016 brings his thirteenth series: *Thanks A Lot, Milton Jones!* The Sony Award-winner tickles audiences with a mixture of puns and helpful advice: "If you're chased by a police dog, try not to jump through a hoop of fire. They train for that."

**B Shappi Khorsandi**

Alongside stand-up credits like C4's *Comedy Gala* at the O2, Shappi makes her mark on shows as diverse as *Loose Women*, *Question Time* and *HIGNFY*. She's also written an hilarious account of growing up in a strange place: *A Beginner's Guide To Acting English*. 2016 brings a debut novel, *Nina Is Not OK*.

**C Fred MacAulay**

Fred ran away from accountancy before it was too late, turning into one of the most polished comedy talents in the country. Broadcast credits include *QI*, *They Think It's All Over* and Radio Scotland's long-running breakfast show, *MacAulay & Co*. He is now a regular on a raft of radio panel games.

**B Miles Jupp**

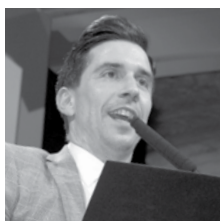
The silver-tongued *News Quiz* host has a stream of credits from *Have I Got News For You* to *Balamory* and *Rev*. 2016 promises a cameo appearance in the film *Tarzan*. In his live act Miles looks at the modern world with a very British combination of despair and utter incomprehension.

**D Nish Kumar**

Nish has clocked up sell-out runs at Edinburgh and guested on *Have I Got News* and *Live At The Apollo*. He also hosts Radio 4 Extra's sketch show, *Newsjack*. The *Times* has hailed his 'ingenious look at identity,' but Nish tells it as it is – "I just happen to have the voice of *Downton* and the face of *Homeland*."

**D Jimmy McGhie**

Jimmy mixes a sunny disposition with bemusement at much of the modern world, especially technology and the revival of the handle bar moustache. Since warming up for *Loose Women*, Jimmy's onscreen TV credits include Russell Howard's *Good News*. He also stormed JLA's *Real Variety Show*.

**A Russell Kane**

Within a few years of scooping Edinburgh's biggest award, Russell had two new BBC3 series to his name. He has since become a fixture on *Live At The Apollo*. 2016 sees Russell take on a challenge in *Stupid Man*, *Smart Phone*: can you survive extreme environments with nothing but social media to help?

**C Joe Lycett**

Since winning the BBC New Comedy Award, Joe has appeared on *Just A Minute*, *The Unbelievable Truth* and *Would I Lie To You?* He also dreamt up the best tour name: *That's The Way, A-Ha, A-Ha, Joe Lycett*. The ex-graphic designer draws on the eccentricities (and anxieties) of modern middle class life.

**A A Michael McIntyre**

The 2007 *Real Variety Show* discovery has become one of the biggest-selling comedy turns of all time. The 'Monarch of Middle England' (to *The Guardian*) has hosted the long-running *Roadshow*, judged *BGT* and filled arenas with *Happy & Glorious*. 2016 brings Michael McIntyre's *Big Show* to Saturday night TV.

## JLA AUDIENCE TWEETS ON THE REAL VARIETY SHOW



Highly entertaining so far at tonight's #rvs2015. Lots of ideas for future events that I can't possibly divulge....

Scoping out the talent for next year's CTSI conference!

Thanks @jlaLIVE for a brilliant night at the #rvs2015, what a line up! Big debate in the office now on our favorites!



PHOTO BY AARON MARCUS SUTTON

COMEDY, MUSIC  
& ENTERTAINMENT

## KATHERINE RYAN

"She went down fantastically with our audience –  
a very funny (and gracious) woman"

PERFORMANCE MARKETING AWARDS





# CHRIS TURNER

JLA AUDIENCE TWEETS ON CHRIS TURNER



Comedian & rapper Chris Turner is definitely the find of the night so far #rvs2015

Amazing performance. Hilarious. Who knew Roman numerals and hip hop jokes worked so well together!?!

One of the most amazing things I have seen in a theatre! Transcendent.



**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. 2016 brings Chitty Chitty Bang Bang. Jason's live set mixes perfectly crafted observations and traditional, warm-hearted Mancunian banter.

**D Ian Moore**



With a healthy contempt for most forms of exertion, Ian's French has barely improved since he moved his family there. But he has published *C'est Modnifique! Adventures of an English Grump in Rural France*. Ian frequently sneaks home for comedy gigs and guest appearances on Fighting Talk.

**A Dara O Briain**



After more Stargazing, Meeting Stephen Hawking, In Case You Missed It and a road trip with Ed Byrne, the comedian/physicist presides over topical satire in Mock The Week and the return of Robot Wars. 2016 also sees Dara embark on the Scandinavian leg of his long-running Crowd Tickler tour.

**D Bob Mills**



Bob's list of credits extends from Win Lose Or Draw and In Bed With MeDinner 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.

**A Al Murray**



As The Pub Landlord Al has won Perrier and British Comedy Awards, starred in Time Gentlemen, Please and hosted Live At The Apollo. He's also produced a bestselling *Book of Common Sense*. After attracting 318 votes in the South Thanet election, 2016 sees a new show/slogan, Let's Go Backwards Together.

**B Sara Pascoe**



Sara played ditsy PR Coco in the hit Olympic sitcom Twenty Twelve and the BBC spoof W1A. Both actor and stand-up, she's also appeared in The Thick Of It, Live At The Apollo and R4's The Unbelievable Truth. According to The Manchester Evening News, Sara is 'charming, sharp and silly – a total delight.'

**C Patrick Monahan**



The only Irish-Iranian-Geordie on the comedy circuit, Patrick's blend of improv and storytelling gave him a serious fan base before he won Show Me The Funny. According to a Standard critic, 'Monahan's Tiggerish energy could power the national grid.' 2016 heralds a brand new stand-up show, The Disco Years.

**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.

**C 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 Dames Mirren and Dench into lippy Croydon girls, and re-imagined Robert 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 upbeat observations on anything from the joys of YouTube and American tourists, to stag parties in his native South Shields.

**B Romesh Ranganathan**

Romesh has progressed from Maths teacher to Best Newcomer to panellist to mainstream TV presenter. After Asian Provocateur, It's Not Rocket Science and Play To The Whistle, he still sees himself as a "tubby vegan sociopath." The Times see "the swagger of a comedian who knows how to dominate a room."

**D Matt Richardson**

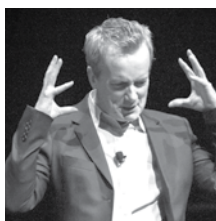
Matt teamed up with Caroline Flack on the X Factor spin-off and the video clip show Viral Tap. He's also popped up on Celebrity Juice, Sweat The Small Stuff and Never Mind the Buzzcocks. 2016 promises a diet of Big Brother, Drunk History and a Virgin Radio slot for the jack-the-lad comedian.

**B Katherine Ryan**

The feisty, pop-culture-obsessed Canadian comic and Funny Women winner already boasts a stream of TV credits from QI and Have I Got News to Episodes and the BBC contest to find the best amateur hair stylist. She's also stormed Live At The Apollo. The Scotsman hail Katherine as 'Joan Rivers' heir apparent.'

**D Paul Sinha**

The GP-turned-comedian is 'The Smiling Assassin' on on ITV's hit daytime game, The Chase. He's also No.7 in the National Quiz Rankings and the Fighting Talk Champion of Champions. Paul is content with minor celebrity: "Not big enough to dance on ice, but you do get your tweets read out by Phillip Schofield."

**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 primetime chat show. He has since taken on Room 101, probed On Demand for iPlayer and returned to stand-up with Man In A Suit.

**B Dave Spikey**

After co-writing and playing Jerry 'The Saint' St Clair in Phoenix Nights, the one-time NHS haematologist reprised Bullseye and captained in 8 Out Of 10 Cats. He has since been reunited with Peter Kay for a live arena production of Phoenix Nights For Comic Relief before resuming his own Punchlines tour.

**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.

**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 saw Paul support Michael on the Happy & Glorious tour.

## JLA AUDIENCE TWEETS ON ROMESH RANGANATHAN



Loving Romesh Ranganathan... really raising the atmosphere

Shout-out to @RomeshRanga - the only guy to make an insurance do rock with laughter #hero

What a coup. Great jokes



# HOLLY WALSH

JLA AUDIENCE TWEETS ON HOLLY WALSH



*Holly Walsh and her hilarious Venn diagrams #greatnight #laughmysocksoff*

*Death by PowerPoint? We're laughing our socks off with Holly Walsh*

*The 42 point sport/sex analogy is my new favourite thing. Very, very funny #rvs2015*



## MARK WATSON

### JLA AUDIENCE TWEETS ON MARK WATSON



*Favourite of the night has to be Mark Watson @jlaLIVE #rvs2015*

*Cracking set at Real Variety Show tonight - he's really on form!*



**D** Chris Turner



Chris' Edinburgh debut filled the papers' 'best jokes of the fringe' lists and won a People's Choice award. He has since stormed JLA's Real Variety Show. After excusing his boyish appearance (he still looks like an archeology student), Chris turns guests' suggestions into show-stopping, awe-inspiring freestyle rap.

**C** Holly Walsh



Since Broom Cupboard days Holly has progressed to 8 Out Of 10 Cats Does Countdown, Mock The Week, The Unbelievable Truth, Just A Minute and Would I Lie To You? The Guardian sums Holly up perfectly: 'She's like a slightly nerdy, very friendly and intensely funny older sister.'

**B** Mark Watson



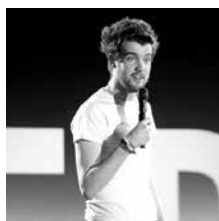
The celebrated Bristolian has appeared on TV panel shows, presented radio series, published novels and travelled The Road To Rio with Henning Wehn. He's also famous for 24-hour performances at Edinburgh ('The trick is to drink, but not too much'). 2016 sees a new TV project and an I'm Not Here tour.

**C** Henning Wehn



In referendum year Henning admits that the role of German Comedy Ambassador to the UK is daunting. As the title of his 2016 tour makes abundantly clear, he believes Westphalia Is Not An Option. In cabaret Henning wonders out loud why Brits are so keen to cling to any tradition, especially late-running trains.

**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, 2016 brings more family Backchat and a Hollywood role alongside Jennifer Aniston.

**B** Josh Widdicombe



Originally a sports reporter, Josh turned to stand-up and quickly picked up a Fosters nomination. He now hosts Fighting Talk, co-hosts The Last Leg, stars in his own sitcom and frequently appears on panel shows. The Evening Standard crown Josh 'undisputed king of the exasperated petty gripe.'

**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.

**C** Imran Yusuf

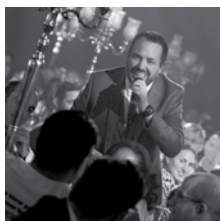


The ex-video games designer was born in Kenya to Indian parents – then educated in the States before settling in London. His is one of the most distinctive new voices in comedy. Credits include BBC 3's Fried, Super Roar Of The Underdog Turbo X: HD Remix.... and The Imran Yusuf Show.

# COMEDY, MUSIC & ENTERTAINMENT

## COMEDY MUSIC

### **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** Four Screws Loose



Richard, Joseph, Thom and Conan dish up sketches and mash-ups about everything from Titanic to boy bands. They have enjoyed a run at the Soho Theatre, appearances on R4's Sketchorama and rave reviews at Bestival and Latitude. According to the Telegraph critic 'it's impossible not to be impressed.'

### **C** Rainer Hersch & Orchestra



In daytime presentations the conductor-entertainer shows what businesses can learn from the orchestra. In cabaret the 'classical music hooligan' romps from New World to Carmina Burana (and other ad tunes), with audience members taking up the baton. Rainer performs in German, French, Spanish... and English.

### **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 Fosters Award at Edinburgh and starred in his own show on BBC3: The TapeFace Tapes.

### **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, The John Bishop Show and Taskmaster. 2016 brings another joyous series on Radio 4.

### **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.

### **C** 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.

### **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.

### **B** Rich Hall's Hoedown



The grouchy American is the inspiration behind Moe Szyslak in The Simpsons. He's also won a Perrier and two Emmys. Even The Sun regards him as 'a comedy phenomenon.' Wearing his country hat, Rich and his otherwise unemployable mates serve up a hoedown of music, caustic wit and old-fashioned indignation.

#### JLA AUDIENCE TWEETS ON ABANDOMAN



Quickly becoming a travel industry favourite... it's Abandoman

I've never laughed so much - you guys are legends!

That was the most fun thing ever at a marketing awards do!



# RICH HALL'S HOEDOWN

AT JLA'S REAL VARIETY SHOW





## CHRIS COX

"A fantastic set – perfect for our event"  
MEDILINK EAST MIDLANDS



## A A Derren Brown



The Guardian describe the Channel 4 illusionist as 'the greatest dinner party guest in history.' In 2016 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 Chris Cox



Chris admits he can't read minds. Instead he employs magic, psychology, body language, influencing skills and plain lying to make us think he knows just what we're thinking. According to the Time Out critic, the star of the hit West End show *Impossible* 'does tricks that would make Jesus proud.'

## A A Dynamo



Stephen grew up in Bradford with a fascination for American urban culture and card sharks. He went on to invent *Dynamo*, attract celeb fans and walk over the Thames in *Magician Impossible*. 2016 sees the end of a sell-out 100-date *Seeing Is Believing* tour. *Dynamo* is available for close-up or full stage shows.

## C Pete Firman



The Telegraph see 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-B Keelan Leyser



As Britain's first iPad magician, Keelan manipulates images and reaches inside the tablet to retrieve real objects. For presentations the coding expert can sync multiple iPads, video screens and mapping to deliver complex messages. For parties it's close-up magic or a remarkable quick change illusion show.

## D Magical Bones



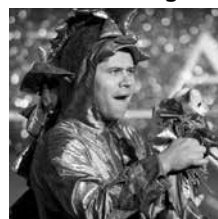
Starting out as a dancer, Richard worked with Black Eyed Peas and Madonna. He's since turned to magic and soulful astonishment. In the first ever hip hop illusion show, *Magical Bones* mixes escapology and somersaulting card tricks with body popping and a waltz with a table to Etta James' *At Last*.

## C David Meade



By day David lectures in business at Ulster University. By 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.

## C Piff The Magic Dragon



Looking like Jack Dee in a dragon suit, Piff has sold out the Sydney Opera House, played a residency in Vegas and reached the final of *America's Got Talent*. He appears with Mr Piffles, the world's first magical chihuahua. Piff argues that the tricks all work, they just have different endings.

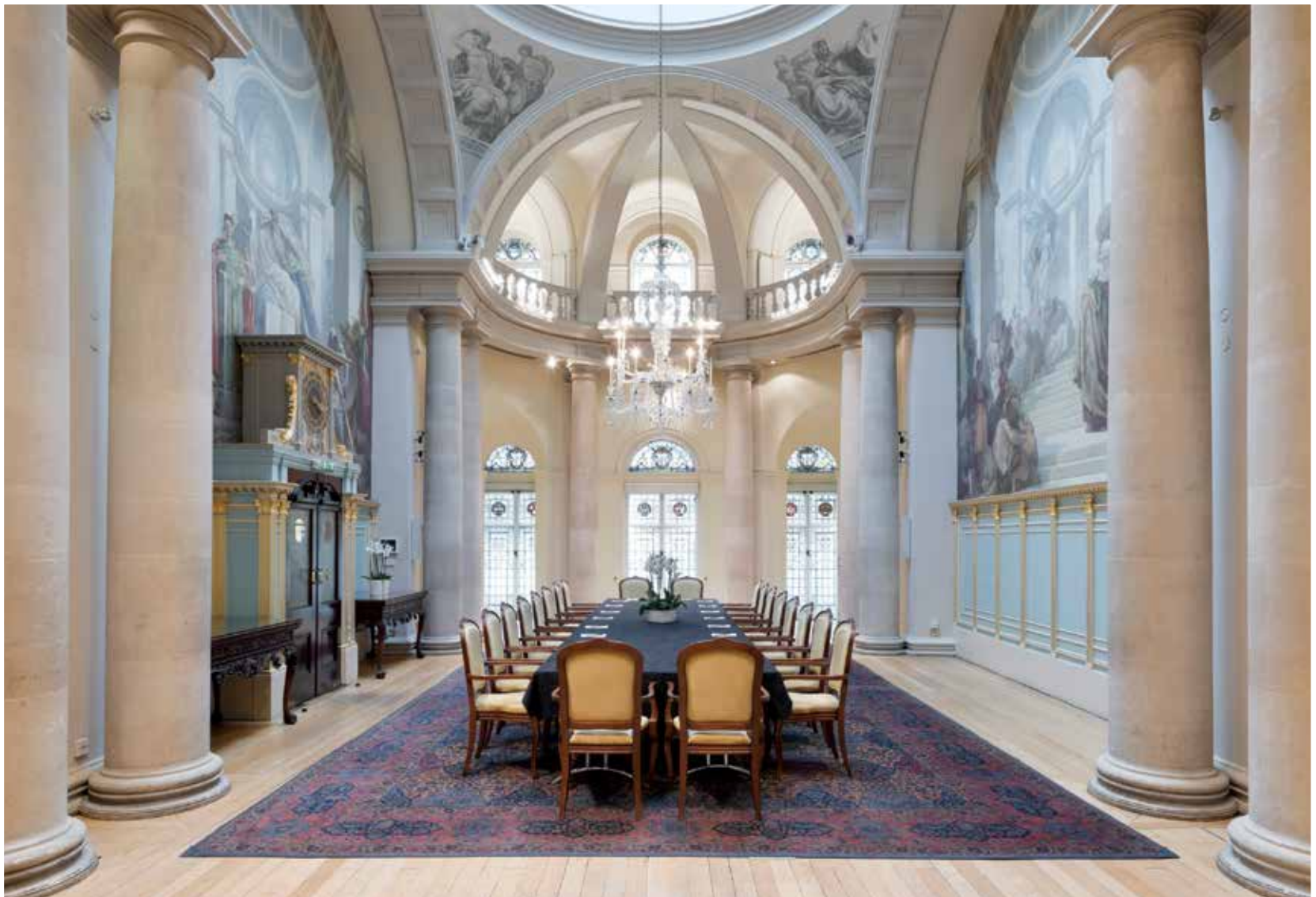
## A Troy



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.

"An unforgettable experience"

VOLKSWAGEN ON KEELAN LEYSER



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## 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 enthalls 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. Highlights include Rihanna's Only Girl In The World and Adele's Rolling In The Deep.

### D Sugar Sisters



The late Terry Wogan found the Sugars busking in Portobello Road. They have since charmed Radio 2 and One Show audiences, and topped the bill at the St James's Theatre. With trademark red lipstick and enchanting three part harmonies they slip between 40s swing, calypso and 90s R&B.

#### JLA AUDIENCE TWEETS ON THE OVERTONES



A huge thanks for an absolutely show stopping performance!

Big buzz around today. The Overtones nailed it!

## SOUL/R&B

### A Alexandra Burke



After launching a clothing line and taking the lead in The Bodyguard, 2016 sees the X Factor winner on tour in Sister Act: The Musical. Alexandra performs to tracks with backing singers - combining Bad Boys, Hallelujah and Start Without You with soulful covers of Britney Spears and Whitney Houston.

### A A Beverley Knight MBE



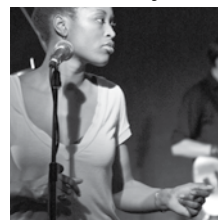
Britain's Queen of Soul has collected three MOBOs and enjoyed hits including Shoulda Woulda Coulda and Come As You Are. She's also starred in Memphis and as Grizabella in the Palladium revival of Cats. In cabaret Beverley sings with a 6-piece or to playback, with or without backing vocalists.

### A 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. After Glastonbury, 2016 brings a UK tour. 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 big Trafalgar Square celebrations. Adeola appears in a duo or full band format, with 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.





## GARY BARLOW

### JLA AUDIENCE TWEETS ON GARY BARLOW



*Fab Co Fab People & @  
GaryBarlow - I love my job as  
a Travel Counsellor!!!*

*Gary Barlow surprise act at  
#TCConf2015 was #amazing  
#singyourheartout*

*Wow! Travel Counsellors Conference... Strictly  
Dancers, John Bishop, Gary Barlow, Katie Piper,  
Chris Moon and TC friends. Best one yet!*



**A Peter Andre**

Peter made his name in the 90s with Mysterious Girl, becoming one of the UK's highest selling artists. He has since spent time in the jungle and launched a TV franchise with Katie Price. After Come Fly With Me, Peter serves up soul, Motown and Rat Pack classics to tracks or with his own big band.

**A A Gary Barlow OBE**

After numerous awards and 50 million record sales, Gary followed up with Ill and a sell-out arena tour. 2016 sees Take That headline British Summer Time. For corporate audiences Gary performs with band or simple piano accompaniment; the set features hits Rule The World, Greatest Day and Back For Good.

**A A Craig David (US)**

Craig has enjoyed 13 Top 10 hits including Fill Me In, 7 Days and Rise & Fall. He now performs solo (with a UK band or guitarist) – or with his TS5 DJ collective. The set features old skool R&B, swing beat, garage and bashment anthems as well as current house hits. Craig sings, DJs, MCs and works the party crowd.

**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 Jeans – and a dance collaboration with Disclosure. She plays an upbeat set with 7 or 10-piece band.

**A Fleur East**

Fleur made her name on X Factor with her cover of Uptown Funk, reaching No.1 on iTunes. She's since designed a collection for Lippy London and released a debut album: Love, Sax and Flashbacks. The rising funk, hip-hop and soul singer performs a short set, with backing dancers.

**A A Ella Eyre**

Ella made her mark collaborating with Rudimental and DJ Fresh. She has since released a debut album, enjoyed a sellout tour and won Best Female artist at the MOBOs. She also recorded a wonderfully soulful Swing Low, Sweet Charity. Appearing with her band Ella's set includes Together, Comeback and If I Go.

**A A Paloma Faith**

The tri-lingual ex-magician's assistant from Hackney is now best known for The Voice and retro-pop hits 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 acoustically or with 10-piece band.

**A A Jess Glynne**

With a distinctive pop soul voice Jess broke through as a featured artist on Rather Be with Clean Bandit. She can now boast 5 No.1 singles, a hit debut album and, to The Standard critic, 'all the raw materials for megastardom.' Jess and her band fill the floor with Don't Be So Hard On Yourself and Hold My Hand.

**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 name on both sides of the Atlantic. With two musicians or the full band, the singer songwriter performs Burn, Starry Eyed and tracks from her new album.

**AA 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. After her Sweet Talker tour 2016 brings more dates in Europe. Corporate shows are acoustic with guitar, small or full backing band.

**AA Ronan Keating**

Ronan was the face of Boyzone throughout the 90s. He's since put out 10 albums, sold 20 million records and filmed Another Mother's Son, for 2016 release. 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.

**AA James Morrison**

The Brit award-winner has a soul style influenced by Stevie Wonder and Otis Reading. He's collaborated with Nelly Furtado and Jessie J, and released a string of hit albums. Appearing with an 8-piece band or a smaller unit, James's live set includes Broken Strings, Wonderful World and You Make It Real.

**AA Ollie Murs**

Ollie has sold over 10 million records, toured with Robbie Williams, played the US with One Direction and co-hosted X Factor. 2016 sees him appear with Take That in Hyde Park. Appearing with his 6-piece or to tracks, Ollie's playlist includes Troublemaker, Dance With Me Tonight 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.1s and judging powers on both The Voice and X Factor. Rita's live show includes RIP, How We Do (Party) and Shine Ya Light – with a full band, or just guitar.

**AA Lionel Richie (US)**

Since his debut with The Commodores, Lionel Richie has sold 100 million albums and collected 4 Grammy Awards. After a sensational Glastonbury show, 2016 brings a welcome return to Europe. For private gigs Lionel appears as a trio (on keyboard) or with a full band, reprising classics like Hello and All Night Long.

**AA Mark Ronson (US)**

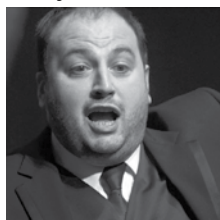
The DJ and producer has collaborated with a host of names from Amy Winehouse to Bruno Mars, scoring a Grammy with Uptown Funk. Album credits include Here Come The Fuzz, Version and Uptown Special. The 90-minute set ranges from modern hits to classic soul, rock, hip-hop, pop and dance.

**AA Simply Red**

After selling 50 million records, disbanding and then reforming, 2016 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.

## OPERA/CROSSOVER

### B Wynne Evans



The Welsh tenor is best 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 appeared at opera houses from Cardiff to Covent Garden, guested on Tracey Ullman's latest show and sought out Wales' hidden singing talents.

### 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 Viva La Diva with Darcey Bussell and released 10 studio albums. 2016 brings a 90th birthday tribute to The Queen. 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



The tenors have toured the UK and US, performed with Jeff Wayne at the Festival Hall, and released a third album. Seeing themselves as opera's Rat Pack, the repertoire spans Summertime, Impossible Dream and Unchained Melody, via Sting's When We Dance. They sing to tracks, a small band or a full orchestra.

### D Laura Wright



The Radio 2 Chorister of the Year is already building a fan base as a popular soprano. She has performed at the Invictus Games, an Ashes Test, and the Rugby World Cup opening ceremony. She's also released a debut album, Sound Of Strength. Laura's repertoire includes World In Union and Nessun Dorma.

## CHOIRS/ACAPPELLA

### C CK Gospel Choir



CK is a spine-tingling 4-16 piece feel-good collective who belt out stings, sing pitches or make the party swing – either acapella or with their band. They've backed Russell Watson, Stevie Wonder, The Feeling and Annie Lennox. CK's repertoire includes Happy, Signed Sealed Delivered and All You Need is Love.

### A Only Men Aloud



Since their chart success with Band Of Brothers the 8-piece Welsh choir has toured the land, performed Caliban's Dream as the cauldron was lit at London's Olympics – and been described by Elle McPherson as 'sexy, charming and amazingly talented.' Their show extends all the way from Sir Duke to Uptown Funk.

### 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. Either as a stage or wandering show, the set ranges from Robin Thicke to Bruno Mars – in English, French, German, Spanish or Japanese!

"They were amazing! Professional, very flexible on the day and hugely entertaining"

ST JAMES'S PLACE ON ONLY MEN ALOUD

## MUSICAL THEATRE

**A** Michael Ball

Michael has been described by The Mail as 'the best musical theatre tenor of his generation.' Aside from Love Changes Everything, the Olivier award-winner wowed fans as Raoul in Phantom, Marius in Les Mis and Edna in Hairspray. 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 on Broadway. He's also appeared in an orchestral version of The Who's Quadrophenia and released an album of Italian love songs. For corporate audiences Alfie performs with guitars or 5-piece, brass and strings.

**A** Collabro

The 2014 Britain's Got Talent winners are a 5-piece boy band rooted in musical theatre - but equally at home singing One Direction. After releasing a new album, Act Two, 2016 brings a UK tour. The live set draws on anything from Phantom Of The Opera to Paulo Nutini's New Shoes.

**A** Lesley Garrett CBE

Britain's best-loved soprano moved from the ENO to The Sound of Music and Carousel. After a tour with WNO 2016 brings a new 'chamber' opera: Pleasure. 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. 2016 brings a new book, *Nice Work (If You Can Get It)*, and film releases from Bridget Jones's Baby to A Cure for Wellness. On the cabaret stage Celia and her dancers pay homage to Noel Coward, Jerry Herman and Dorothy Parker.

**A A** Russell Watson

Russell spent 52 weeks at No.1 in the classical charts with The Voice. Since giving up his job in a nuts and bolts factory, the crossover star has survived a brain tumour and entertained Heads of State. 2016 brings a Songs From The Heart tour. Russell appears 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** Jersey Boys

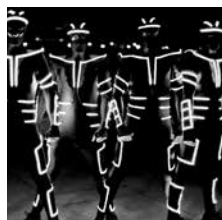
The true story of Frankie Valli and the Four Seasons has scooped awards on both sides of the pond and attracted 20 million theatre-goers. Four former cast members welcome guests onto the dance floor with a stream of hits including Walk Like A Man, Beggin', Big Girls Don't Cry, Sherry and Bye Bye Baby.

**B** Wicked Tribute

The Olivier and Grammy award-winning show is an Oz-like tale of two witches who decide to take two very different paths: one good, one wicked. Starring Kerry Ellis from the West End cast, musical numbers include What Is This Feeling, Dancing Through Life and The Wizard And I.

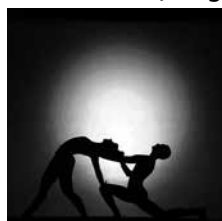


## D 3RUN



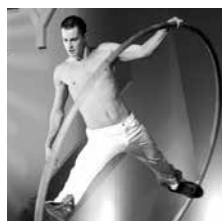
While *parkour* has awe-inspiring jumps, *freerunning* brings expression. 3RUN are masters of the art. They perform action sequences for launches, feature films and commercials. Live shows range from 3-5 minute high energy bursts to longer LED-based routines and parkour demonstrations.

## A Attraction (Hungary)



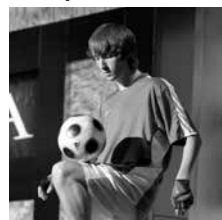
Nine artists from the Black Light Theatre Company use UV to highlight parts of their bodies and throw the rest into shadow, creating illusions out of dance. The BGT winners draw on everything from ballet to hip hop, and adapt to virtually any space. 2016 sees a new show at The Box at London's Palladium.

## 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



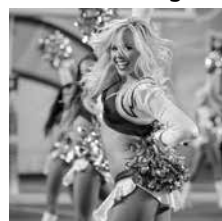
Far more than simply keeping a ball in the air, up to five immensely skilled artists demonstrate the art of freestyle football. They have introduced a 'footpool' trick for Euro year, potting balls with their feet! The boys' credits include ad campaigns, a UEFA Cup final and a host of awards ceremonies.

## 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.

## B The San Diego Charger Girls (US)



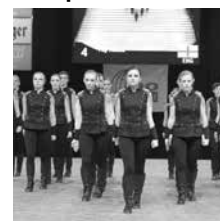
The Chargers are one of the best performing teams in their part of the NFL, with cheerleaders to match. So long as it doesn't clash with a home game, up to 30 girls will travel to any location to sing, dance and cheer. More dancers than acrobats, they can adapt to any performance space.

## B The Strictly Dancers



Few reality shows have captured the imagination as much as Strictly Come Dancing. Available separately or in pairs... Karen & Kevin Clifton, Aljaz & Jeanette, Ian Waite & Natalie show off their talents and offer workshops in the cha-cha-cha and tango. They'll also invite guests to join them on the floor, if desired.

## C Tap Attack



Put together by an ex-Tap Dogs dancer, Tap Attack is a professional collective that includes the all-male Extreme Tap and all-female Tapettes. They scooped five gold medals at the 2015 World Championships. For corporate audiences they offer both slick classic tap and gritty urban performances.

## B World Dance Collective



WDC began life as a touring show featuring Flawless and nine English National Ballet ballerinas. They can now cover anything from hip hop and fusion to jazz, latin, bollywood and ballroom – providing direction, music creation, choreography and costumes for flash mobs, opening routines and large scale stage shows.

“A stunning show: the dancers were truly exceptional”

MERCEDES BENZ ON TAP ATTACK

# COMEDY, MUSIC & ENTERTAINMENT INSTRUMENTAL & ORCHESTRAL

## MUSICAL CABARET

### **A A** 2Cellos (Croatia)



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 55 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.' Three million 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. 2015 brought a UK tour with Bocelli and a concert with Kylie Minogue. The 65-piece unit works with artists from all musical genres.



# BEARDYMAN

JLA AUDIENCE TWEETS ON BEARDYMAN



<i>Beardyman is here compering. No lie. That's how we roll.</i>	<i>HELLA COOL. Have only got Beardyman walking through the crowd doing his thing.</i>	<i>Best opener for an award ceremony!!! #epic #beatbox</i>
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## 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

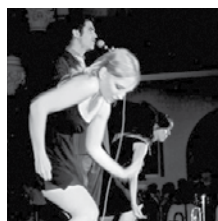
Bond's debut album jumped to No.1 in 20 countries. They went on to open the Classical Brits and become the most successful string quartet in history – selling four million records. The new repertoire introduces Eastern European influences to produce a thrilling, high energy performance.

**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.

**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 decadence 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 Fernandez-Versini.

## 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 really sets him apart are the DJ drums. They give him the ability to remix and perform the music live, complete with 3D projection and video graphics.

**C** 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.



## **B** The All Stars Collective



The Collective brings together the back-room talent who play for the likes of Madonna and Elton John (and George Clooney's wedding). ASC comes 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.

## **D** Juke Box Jets



Three men on guitar/vocals, double bass and drums lovingly recreate 50s rock'n'roll. The floor fills with bopping, rocking and twisting to the sound of Elvis, Chuck Berry, Jerry Lee Lewis and Buddy Holly.

## **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 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.

## **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.

## **C** Duke



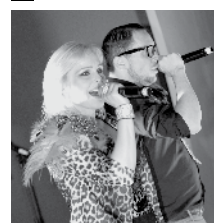
A regular support for acts like Kanye West, Ndubz and DJ Fresh, Duke combine breathtaking vocals, beatboxing, harmonies and guitar. Get ready for a high energy set full of outstanding covers.

## **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.

## **B** 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.

### JLA AUDIENCE TWEETS ON DUKE



*Duke are ripping the floor outta this place with #beatbox madness #DrumNetworkAwards*

**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.

**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 The Rat Pack is Back!**

The Rat Pack is Back! captures the age of Sinatra, Sammy Davis Jr and Dean Martin. Performing with backing tracks or live band, they look and sing like their heroes, and share the onstage banter.

**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. After a US tour he sings with piano, bass, drums and trumpet – and pays tribute to Sinatra and Ella Fitzgerald.

**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.

**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.

“The perfect crescendo to our evening – who doesn’t want to sing with a rock band?”

INGEAR ON ROCKAOKÉ

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

## CLUB

### C Jazzie B OBE



Jazzie remains a major 'pleasure giver' on the club scene. The two-hour set proves that the Soul II Soul producer's still got it.

### C Dave Pearce



Dave has been a leading player on the festival and club scene for two decades - with his own dance label. He fills floors everywhere.

### B Trevor Nelson MBE



With 7 compilations under his belt, Trevor is a pillar of the Radio 1Xtra and Radio 2 schedule. He entertains with soul and old skool R'n'B.

## 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.

### B Marvin Humes



After The Voice, the ex-JLS star continues his Capital FM slot and shows off his DJing skills with pop hits and dance anthems.

## RADIO STARS

### A Nick Grimshaw



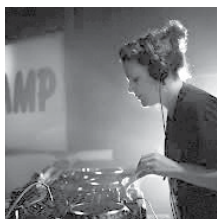
The Radio 1 Breakfast Show host and TV presenter plays a live DJ set of chart favourites, hip-hop and pop classics.

### C Steve Lamacq



Steve plays tracks from the last 20 years of guitar music and indie-dance - from Oasis to The Strokes, The Chemical Brothers to Daft Punk.

### A Annie Mac



Radio 1's dance and chill-out queen has launched her own festival in Malta. Annie plays floor-fillers from house to chart remixes.

### B Scott Mills



Scott made his name on the drive-time show. He now plays dancefloor favourites and hosts a live lip synch contest between willing guests.

### C Huw Stephens



The Radio 1 and Glastonbury host revels in indie and music defying description. As a DJ he plays party starters and pop favourites.

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## 25 YEARS OF JLA

01. JLA's first office, a smoke-filled attic in Covent Garden.

02. Tom, Jeremy and a young team celebrate with our first signing.

03. An anxious Victoria Wood prepares to take on the Great Room.

04. Mikhail Gorbachev, after bringing the Soviet Union to an end.

05. The great Peter Ustinov's last appearance for JLA, in 1998.

06. Armando Iannucci hosting the RVS (though it looks like a political rally).

07. Ian Hislop regaling event organisers with tales of bouncing Czechs.

08. The 2001 Real Variety Show, on the evening of 9/11!

09. Seb Coe stirring patriotic feelings after winning the London 2012 bid.

10. Debating the global issues in JLA's 2004 Agenda Debate. Yes, that is Matt Dawson in the middle.

11. Christopher Reeve showing superhuman courage onstage at The Barbican.

12. Tim Minchin's 'JLA Song' went on to become a huge hit on YouTube.

13. Michael McIntyre's first big break – the 2007 Real Variety Show.

14. We're proud to have helped build new classrooms and a medical centre for the people of Madagascar.

“People aren’t robots. Focus on progression not perfection!”  
Sir Dave Brailsford #Oracle

2,000 people absolutely fascinated by the workings of the brain - inspiring stuff from Dave Brailsford #OracleX ...

Highlight of #oraclex Great delivery, great ideas and unarguable success. Winner!

Very inspired by Brailsford sharing his team strategy. No surprise he gets them to perform to their best

He wasn’t sure if he should tell the Queen he’s never won a bike race

Building winning teams with Dave Brailsford...this is what it’s all about!  
#OracleHCM

Wow - what a pleasure hearing how he managed such a transformation in British cycling #OracleX

At #OracleX listening to Disrupt Yourself: Create Competitive Advantage by Sir Dave Brailsford. What an amazing day.

Talent + Hunger - Distraction = Success!  
@TheO2 #OracleX

Great speech: plenty to take away to make a difference #oracle

“Make a small change and it’s more likely to stick.”



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ISBN 000-0-00-2276 86



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