# TO INSPIRE, INFORM, PREPARE & ENTERTAIN LIVE AUDIENCES





## **INDEX 2018/19**

Since its launch in 1988 The Index has been the recognised industry guide to booking speakers, presenters and performers. The 29th edition includes leading players on all the big issues from Brexit negotiations to AI – as well as motivators to boost productivity, presenters to get the message across and entertainers to reward loyalty and hard work.



**FUTURE PERFECT?** THE ECONOMIC OUTLOOK, P45



**CHANGE AGENT** THE DIVERSITY CHALLENGE, P63



**RAISING THE ROOF RVS DISCOVERIES, P127** 

2018 sees the launch of a new platform to engage with motivators, economists, technologists and thought leaders online. Contact the JLA+ team for more details.

## **Quarterly Boardroom Briefings**

Ensure the senior team has up-to-the-minute insights from those who lead, read and shape the world around us.

## **Reaching out to Everyone**

All those who don't get to attend conferences can be energised and inspired by the same quest speakers.

## **Progress Reports**

Bring delegates back together to interact live with the speaker after the event, making sure the learning is being put into practice.

## **Workshops & Masterclasses**

Small groups and project teams in multiple locations can participate in practical sessions with leading experts.

## Thank You

In 2010 JLA teamed up with the Madagascar Development Fund.

With the help of generous clients and talent, we have since raised enough for local communities to build a small school and a medical centre.

Our latest project is a three-classroom extension at Fananana Ambositrakely Primary School near Antsirabe, giving hundreds more children access to an education.

To find out more, or to partner us, please contact hannahrogers@ila.co.uk.



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ALPHABETICAL INDEX



## **LEADERS, THOUGHT LEADERS & PIONEERS**

A A+ Sir Tim Berners-Lee (US) Inventor, World Wide Web



## INNOVATION OPPORTUNITY

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

See also Tech Trailblazers, p10

B Sir Ranulph Fiennes Bt OBE Guinness' 'Greatest Living Explorer'



## **TESTING THE LIMITS OF ENDURANCE**

Ran is the only man alive to travel the surface of the world's polar axis. He's also the oldest Brit to ascend Everest and finish the Sahara's six-day Marathon des Sables, at the age of 71. Equally impressively, he has written 23 books and raised over £18m for a variety of UK charities. Despite setbacks like heart surgery and losing his finger tips to frostbite, Ran believes in perseverence: "If you're fortunate enough to walk without a crutch, you might as well go for it."

See also Motivation: Adventure, p28

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's 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.

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 now focuses on Fintech, with the aim of disrupting financial services. In his speech Dan shows how Google uses technology in the search for transformative solutions to big challenges. These 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 Tom Fletcher CMG (UAE)**The Naked Diplomat



## **NETWORKS. RISKS & MISINFORMATION**

Tom served as foreign policy advisor to both Brown and Cameron, before becoming British Ambassador to Lebanon at the age of 36. He now promotes the UK creative sector and works with business to bring education to millions. In his book *Naked Diplomacy* Tom explores the power of tech amidst geopolitical upheaval. As in business, the task is to maximise the potential of networks, counter misinformation and not shy away from intelligent risks.

See also The World in 2018/19, p12

A Margaret Heffernan Entrepreneur & Author



## THE BUSINESS VALUE OF SOCIAL CAPITAL

Margaret has bought, built and sold businesses on both sides of the Atlantic. She's also a TED speaker and a widely respected leadership commentator. In *Beyond Measure* she looks at how to achieve great strides by involving every mind and every discipline in the team. In her presentation Margaret pinpoints the importance of social capital, challenges received wisdom on competition and looks afresh at what we mean by transparency.

JLA AUDIENCE TWEETS

What an inspiring story by
Commander Chris Hadfield at
#GSCQOS - dream the impossible!

Tom Fletcher: great keynote this morning at #CPACongress Canberra

**B Tim Harford** Financial Times' Undercover Economist



TREATING UNCERTAINTY AS A FRIEND

The bestselling author, FT columnist, Oxford Fellow and presenter of Radio 4's More or Less is above all a compelling storyteller – as he demonstrates on the podcast 50 Things That Made The Modern Economy. Tim argues that big data can make us obsessed with the forest, but ignore the trees (customers); we need to think of uncertainty as a friend and a competitive weapon: and we must accept that it's impossible to solve complex problems without trial and error.

A A+ Arianna Huffington (US) Founder, The Huffington Post



THE THIRD METRIC OF SUCCESS

Since selling the influential news site that bears her name, the Greek-American entrepreneur has turned her attention to health and wellness. As in her book *Thrive*, Huffington argues that we need a third way to define success besides money and power – based on wellbeing and peace of mind. She also advocates investing in sleep and developing fearlessness as you would do a muscle: "The more I exercise it the more natural it becomes not to let my fears run me."

A Justin King CBE Former Chief Executive, J Sainsbury



## **CHANGING CULTURE & REGAINING LOYALTY**

Justin served as CEO of the retail giant for a decade, leading the 145-year old brand through huge shifts from the growth of online to the rise of discounters. He also pushed through the Nectar card, partnered with Jamie Oliver and brought in small convenience stores. With a very down-to-earth, storytelling style Justin weighs up the task of culture change in large organisations ("like an elastic band tied to a heavy object"), and reviving true customer loyalty.

See also The Retail View, p25



We've always been dazzled by the latest technology, but we often make two mistakes when we think about it transforming the world around us.

Firstly, the most potent inventions can be the cheapest and simplest, like toilet paper and Ikea flat-packs.

Secondly the most radical changes, good and bad, happen not when we shape new inventions – but when they start to shape us."

TIM HARFORD

A A Dr Daniel Kahneman (US) Author *Thinking, Fast and Slow* 



## DATA AND DECISION MAKING

The psychologist, Nobel Economics Prize-winner and bestselling writer specialises in the science of human judgement. Exploring the two systems that drive the way we think, Kahneman questions old assumptions about rationality in decision making: sometimes we would be better off trusting our instincts. His views have had a major impact on organisational strategy. After a long break from speaking engagements he now focuses on algorithmic data analytics and Al.

A Jonas Kjellberg (Sweden)
Founding Partner & 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.

See also Tech Trailblazers, p10

## **JLA AUDIENCE TWEETS**



Tim Harford: "Provoking curiosity is a more effective way to change minds than a barrage of facts."

Having a maths lesson from the founder of Skype. Great way to spend an afternoon.

# TOM FLETCHER JLA SPEAKERS BREAKFAST

Breakfast sessions take place in central London, offering an opportunity to see speakers in action before making a booking. If you would like free tickets for an upcoming event, or to watch the live stream, please visit jla.co.uk for more information.

"As Ambassador the first thing I did every morning was read the intelligence about who wanted to kill me. It was very real. I had twelve bodyguards. And if you were visiting Lebanon, I had the means to know exactly where you were through your UK mobile phones. So if a bomb went off and I had to get you out quickly, I could have sent you a message. But how many of you would have felt comfortable giving me that information?

When Google people came to Beirut they were able to hold court. Ministers went to see them in a way that our Government Ministers do not. There was real power there, but no understanding about how to moderate it. When I chaired the review of the Foreign Office we debated sending an ambassador to Google – and to Facebook and so on – because questions around liberty and security are going to affect all our lives. At the moment it is not a very robust conversation."

## JLA SPEAKERS BREAKFAST

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"Leadership isn't about being first out of the trench and hoping everybody is behind you. When people are under stress, in my case in Intelligence, it meant taking major personal risks. When you've got the possibility of lives in jeopardy, the little things matter quite a lot.

You need the team to be able to switch rapidly, to have plenty of ideas, to be willing to get cracking. You need to praise and encourage – but you also want challenge, argument, diversity of opinion. Leaders who take themselves very seriously are not taken seriously by their staff. People say, "It's terribly lonely being a leader." Well, it is if you stick yourself on a pedestal!

Leadership is also about realising you'll get some of it wrong. If you're aware of that, it shouldn't send you down a rabbit hole of insecurity. When something happens that wasn't predicted, saying "Who's to blame?" is shorthand for not learning. That's scapegoating. Instead ask, as they do in the aircraft industry, "What can we learn from this?" It will help you get it a bit better next time."

A A+ Ray Kurzweil (US)
Director of Engineering, Google



THE 'POST-BIOLOGICAL' FUTURE

Described by Forbes as 'the heir to Thomas Edison,' Ray invented the flatbed scanner, the first print-to-speech reading machine for the blind, and the first synthesiser to recreate an orchestra. He believes all cars will be self-driving within a decade and virtually all disease and ageing will be gone by 2040, thanks to nano-technology the size of blood cells. Ray sees us transformed into spiritual machines, "but we do need to control the peril as we reap the promise."

See also Tech: Future Present, p16

A A Dame Ellen MacArthur
Vice Chair, WEF Council on Circular Economy



MAKING THE MOST OF OUR RESOURCES

Ellen captured headlines as the UK's most successful offshore racer and the fastest to circumnavigate the globe solo. She then switched focus to regeneration, establishing a foundation to work with business and government to accelerate the transition to a *circular* economy. In presentations Ellen argues for waste to be 'designed out' of manufactured products – in the same way as a natural ecosystem. She also explores how to decouple growth from resource constraints.

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, the world's second largest distributor of science and medical research funds, Eliza suggests that antibiotic resistance is as serious a concern as terrorism. In her presentation she shows how leadership is not about command and control, but vision and strategy.

A A Baroness (Martha) Lane Fox CBE Co-Founder, lastminute.com



**ETHICAL TECH** 

With Brent Hoberman, Martha launched one of the few early dotcoms to survive when the bubble burst. She was then appointed UK Digital Champion by the Prime Minister, charged with improving the nation's digital skills and transforming government presence online. Now a crossbench peer, non-Exec Director of Twitter and Executive Chair of Doteveryone, Martha offers a vision of ethical technology that saves lives, enhances public services and powers the economy.

**B Martin McCourt**Former 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 chairing a slew of manufacturing and training firms, Martin argues that we must use our inventiveness rather than look to compete with China on their terms – generating ideas and learning how to capitalise on them.

A A Martina Navratilova (US)
Tennis Legend & Diversity Campaigner



COMPETING WITH YOURSELF

When she defected 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 – enjoying a 74-match winning streak and a final Grand Slam at the age of 49. She's now a vocal champion of diversity. Martina explains that true competitors are not put off by boundaries: "The lessons I learned on court, like how to lose well and solve problems, make it a great laboratory."

See also Team GB Heroes, p30



## **DISCOVER MORE BESTSELLING SPEAKERS AT JLA.CO.UK**



## **Dan Ariely**

Professor of Behavioural Economics Predictably Irrational

## Laszlo Bock

**Senior VP People Operations, Google** *Work Rules! Insights From Inside Google* 

### **Rachel Botsman**

Collaborative Consumption Expert What's Mine Is Yours, Who Can You Trust?

### **Susan Cain**

**Co-Founder, Quiet Revolution** *Quiet, Quiet Power* 

## **Peter Diamandis**

Exec. Chairman, Singularity University Bold: How To Go Big & Impact The World

## **Niall Ferguson**

Economic Historian, Harvard
The Square And The Tower

### Tim Ferriss

Motivator & Podcaster
Tribe Of Mentors

## **Thomas Friedman**

**Pulitzer Winning Journalist** *The World Is Flat, Thank You For Being Late* 

## Francis Fukuyama

Professor of Int. Political Economy
The End Of History & The Last Man

## Adam Grant

**Professor of Management, Wharton** *Originals, Option B* 

## Yuval Noah Harari

Historian, The Hebrew University Homo Deus, Sapiens

## Joi Ito

**Director, MIT Media Lab** *Whiplash: How To Survive Our Faster Future* 

## Steven Johnson

Science Writer & Presenter
How We Got To Now, Wonderland

## **Daniel Levitin**

Psychologist & Behavioural Neuroscientist The Organized Mind

## **Martin Lindstrom**

**Branding Expert** Small Data: Tiny Clues That Uncover Huge Trends

## Andrew McAfee

Associate Director, MIT
Machine, Platform, Crowd; The Second
Machine Age

## Alec Ross

Innovation Expert
The Industries Of The Future

## **Michael Sandel**

Professor of Government, Harvard Justice, What Money Can't Buy

## **Tony Seba**

Lecturer in Entrepreneurship, Stanford Clean Disruption, Solar Trillions

## **Simon Sinek**

Ethnographer & Leadership Expert Start With Why, Leaders Eat Last

## **Richard Thaler**

Nobel Winning Behavioural Economist Nudge, Misbehaving

## Kenji Yoshino

**Director, Centre for Diversity & Inclusion** *Covering: The Hidden Assault On Civil Rights* 

## CONFERENCE SPEAKERS LEADERS, THOUGHT LEADERS & PIONEERS

## **TECH TRAILBLAZERS**

**A A Tom Chi**Former Head of Product Experience, Google



PROTOTYPE THINKING

Starting out as an astrophysical researcher, Tom has developed and scaled up products and services from Microsoft Outlook to Google's self-driving cars. He is now working with entrepreneurs around the globe, offering practical help to 'jumpstart' new ideas and propel big organisations at an unprecedented pace. In presentations he shows how to speed up learning by 10x or more, and how to progress from problems to prototype solutions in a spirit of mutual support.

See also Driving Innovation, p52

A A+ JB Straubel
Chief Technical Officer, Tesla Motors



DRIVING INNOVATION

JB manages the technical direction and engineering design of Tesla's battery technology, motors, power electronics and software. He explains that the goal is to speed up the transition to renewables and "let us do the things we want to do without emitting  $CO_2$ ." In speeches JB shows how rapid advances in lithiumion batteries are reducing costs, and how this in turn creates more innovation. He sees fully autonomous vehicles on the market within years, not decades.

See also JLA@Wired, p17

A A Jimmy Wales Co-Founder, Wikipedia



## PEOPLE POWER, REINVENTING THE WHEEL

Jimmy claims the only rule at Wikipedia is to ignore all rules. It attracts 20bn page views every month in 294 languages, with 70,000 active contributors but only 280 employees. In speeches Jimmy stresses the value of word-of-mouth, advises business to learn to fail more quickly and warns against getting stuck on one idea. 2017 saw him launch WikiTRIBUNE, using professional and 'citizen' journalists backed up by a team of fact checkers, to fight fake news.

A A Marc Randolph Co-Founder, Netflix



**HOW TO BEHAVE LIKE A STARTUP** 

With a background in direct marketing, Marc and a colleague reinvented the video rental industry – at first by shipping DVDs. After striking deals with the studios and sending out a billion discs, they adapted to streaming with the arrival of high speed domestic broadband. The rest is (recent) history. Marc tells the story of trial and error and highlights the lessons for every business trying to keep up with disruption. He also shares his experience of Silicon Valley.

See also Entrepreneurs & Disruptors, p23

A Yancey Strickler (US)
Co-Founder & Ex-CEO, Kickstarter



## BUILDING TRUST IN YOUR COMMUNITY

Yancey and his co-founders dreamt up Kickstarter to enable artists to tap into fans to bring their plans to fruition, rather than relying on traditional investors. They've since raised \$3bn for projects from the first smart watches to an emoji translation of Moby Dick, helping create 300,000 jobs. In talks Yancey shares the lessons learned, shows how they build trust by involving the community in the creative process and explains his decision to partner with competitors.

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 the company itself 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.

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.

See also People Management, p49

A A Dr Bertrand Piccard (Switzerland) Leader, Solar Impulse



**EXPLORATION AS A STATE OF MIND** 

Piccard first made history by circumnavigating the Earth in a balloon. In 2016 he achieved his dream of the first ever solar-powered round-the-world flight by aeroplane. As a psychiatrist, aeronautical pioneer and campaigner, he believes exploration is a state of mind from which we could all benefit. Bertrand also argues for clean technologies "not because they are ecological, but because they are logical. They bridge the gap between ecology and economy."

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



**STICKING TO PRINCIPLES** 

Since it opened at the turn of the millennium, Eden has attracted 16 million visitors and brought £1.6bn to Cornwall. Work has now begun 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 Jim O'Neill Economist & Business Leader



## WHAT WILL MAKE THE ECONOMY THRIVE?

The former Chief Economist and Chairman of GSAM made headline news when he predicted that the G7 countries would no longer drive the world economy. He coined the term BRICs. Jim has since conducted a government review into the threat of antimicrobial resistant viruses and served as Commercial Secretary to the Treasury, responsible for piloting projects like the Northern Powerhouse. In presentations he sizes up the outlook for UK and global business.

Major Gen. Jonathan Shaw CBE
First Head of Cyber-Security, British Army



CYBER ATTACKS: UNDERSTANDING THE THREATS

After commanding multi-national troops in Kosovo and Iraq, Jonathan moved to the MoD and assumed responsibility for UK cyber-security. In presentations he separates threats from hype, shows how human error is the main area of weakness and explains how to embed the necessary behavioral changes. He also explores the part cyber plays in the politics of power and describes an armed forces model of leadership that's far more progressive than many imagine.

See also Tech: Cyber Security, p18

**B Ellis Watson**Executive Chairman, DC Thomson



## DYNAMIC LEADERSHIP

Ellis has run two plcs and four of the most dynamic media companies in the world. Before taking up his latest challenge he led Simon Cowell's music and TV empire and turned around Greyhound Bus in the US. Ellis *embodies* hands-on leadership, showing how to maintain fighting spirit and develop an appetite for change. He's also a compelling story teller – dipping into a black book full of movers and shakers, Prime Ministers and Hollywood 'A' listers.

JLA AUDIENCE TWEETS



Good to see northerner Jim O'Neill at #AFRSummit demonstrate why we should be optimistic in our region Steve Wozniak, what a dude...may be #geek at heart but he understands marketing fundamentals FestofMarketing Fascinating presentation by DC Thompson CEO Ellis Watson #IAMCLondon. Use passion to advance #ideas #mission.

### **CONFERENCE SPEAKERS** 12

## THE WORLD IN 2018/19: ALL CHANGE?

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



## THE 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 the new power centres to the possibility of the largest movement of people in human history.

## William Hague

"Politics is changing rapidly. Many in the West are angry about aspects of globalisation like migration, inequality and the dislocating effects of intensified competition or technological change. Social media feeds dissatisfaction and polarisation. Mainstream parties are struggling to respond. The moderate left in particular, shorn of the mass votes of an industrial base, seems to be collapsing - as evidenced by the dismal performance of US Democrats and the French Socialists. Independent and more extreme candidates are filling the gap.

Battle lines will be between populist or nationalist economic ideas on one side, and on the other side mainstream leaders trying to alleviate anger and discontent. The decades of fighting elections over narrow differences in taxation and spending could be over. That's bound to bring greater uncertainty and abrupt policy changes - as with Trump. This will most likely lead to greater divisions in the West as well as strategic opportunities for Russia and China.

It is a period of heightened risk. Organisations that make themselves resilient to unexpected events are more likely to be successful than those that rely on accurately predicting what will happen next. The sad truth is that those who think they know exactly what's going to happen probably don't understand what is happening."

A A Anders Fogh Rasmussen (Denmark) NATO Secretary General 2009-2014



## **EUROPEAN SECURITY AND GEOPOLITICS**

As a centre-right Danish Prime Minister, Rasmussen froze taxes, restructured regional government and introduced limits on non-EU immigration. He then took over as Secretary General of NATO - overseeing reform, setting core priorities and calling for greater multinational cooperation. After publishing a study of US leadership, The Will To Win, he now surveys geopolitical and security risks from cyber attacks to the impact of Brexit on the European Union.

**B** Sir Mark Lyall Grant Former Permanent Representative to the UN



## ASSESSING THE RISKS

As the head of the UK's delegation Mark served four terms as President of the UN Security Council. Before that he was FCO Director General of Political Affairs and National Security Advisor. Mark assesses Chinese and Russian opportunism, Britain's role in the world, governments' relationship with multi-national firms, the cyber threat and the long-term problems for the nation state. He also offers insights into Brexit talks and weighs up international reactions.

A James Rubin Former US Asst. Secretary of State



## THE ROLE OF THE UNITED STATES

Rubin served under Bill Clinton as Assistant Secretary of State, and Chief State Department Spokesperson. He's since advised Obama, steered Bloomberg News' editorial policy on the Americas, Europe, the Middle East and Asia - and lectured at the LSE. In his speech Jamie assesses the role of the US and how it uses its power abroad. He also weighs up Russia's new role: "In effect Putin has become leader of a worldwide movement of intolerant neo-nationalists."

See also Todd Buchholz, p40

## A Sir John Sawers GCMG Chief, Secret Intelligence Service 2009-2014



## DIFFICULT CHOICES

Before becoming Head of MI6, Sir John advised Tony Blair on the Northern Ireland peace process and the Kosovo War, and served as UK Ambassador to Egypt and Special Representative in Baghdad. He also led a delegation in talks on Iran's nuclear programme. As Chief of the Secret Intelligence Service he dealt with the rise of ISIS, cyber warfare and civil war in Syria as well as increasing tensions with Russia. In his speech John sets out the difficult choices.

## THE COMMENTATORS

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



## **GLOBAL TRENDS**

Robert has reported from 70 countries. He has also served as Business Editor and shown how migration makes the world "brainier" in Borderless Economics. Robert keeps close watch on global trends as well as US and European economies. In speeches he weighs up the impact Donald Trump has had on the world, turmoil in Russia, signs of opening up Saudi Arabia, reform in India, Brexit in Europe... and what they all have in common.

See also The Economy, p40

**C** Bronwen Maddox Director, Institute for Government



## READING THE RUNES

The ex-Wall Street and City analyst joined The Times as US Editor before taking over Prospect Magazine with a mission to help both CEOs and policy makers navigate the geopolitical waters. She now heads the leading think tank on government effectiveness. In presentations Bronwen analyses key trends shaping anything from finance to defence. She also explores how to govern a divided country, and how to solve the big problems besetting Western democracies.

See also Policy Makers, p41

C James Kynge Emerging Markets & Assoc. Editor, Financial Times



## CHINA'S IMPACT ON THE WORLD

James enjoys a front row seat on Chinese transition and its influence on exports, brands and bonds. The author of China Shakes The World unpicks stories as they unfold - from the One Belt One Road (New Silk Road) mega-project to Xi Jinping's robust defence of globalisation at Davos. In conference presentations James also looks at Chinese investment into the UK: what motivates it, what they find challenging - and how they view the prospect of Brexit.

Bénédicte Paviot **UK Correspondent, France 24** 



## THE EUROPEAN VIEW

Bénédicte is a London-based Anglo-French journalist reporting for the 24-hour news channel on all major political and economic events in the UK. She's also a prominent member of the Foreign Press Association. As well as covering British perspectives on Brexit for overseas audiences, Bénédicte moderates debate on anything from Franco-British economic co-operation to the future of EU institutions – with a clear insight into the thinking in the major European capitals.

**B** Justin Webb Presenter, Today



## TRUMP: CAUSES & CONSEQUENCES

Before he joined Radio 4's Today programme Justin served as BBC North America Editor, conducting the first British television interview with Barack Obama. Now, as the US builds up to 2018 midterm elections, he analyses the dramas enveloping Capitol Hill - and uncovers growing division on Main Street. What are the consequences when, in spite of technology that enables you to work from anywhere, jobs are more than ever concentrated in the big cities?

## **Justin Webb**

"Never mind the tribulations of Trump's presidency which may or may not allow him to complete a first term. Keep your eye on the rural/urban split. It's the key to politics in America, and in much of the world: a reaction against the power of the city. But at some point, perhaps soon, city dwellers could fight back.

If they could only put down their lattes they'd see the nation is structured in a way that reduces their power – and it's ever harder to justify. The Dakotas send double the number of Senators to Washington than California. Never mind that it's mainly the cities that provide jobs, opportunities and progress. They drive the enterprise, but they do not control it.

People complained about the electoral college that gave Trump his victory in spite of clear defeat in the popular vote. They could do nothing about it, but change is in the air.

Trump's critics believe he's shifted debate towards a visceral meanness, allowing anybody to air opinions that were previously unmentionable. So, what if the urban left were to say what they really think about the angry folk in the 'fly-over' states?

Next time round a Democratic presidential hopeful might go for broke, even on guns. The right to bear arms is sometimes misspelt as the right to bare arms. How much more might that reflect the true feelings of folk in Manhattan and San Francisco!"



Insightful discussion between | FANTASTIC wide-ranging speech by Robert Guest #PowerEurope - oil, fracking, Putin and Mick Jagger's tongue!!!

## CONFERENCE SPEAKERS BREXIT: CHALLENGES & OPPORTUNITIES

A Nick Clegg Former Deputy Prime Minister



## **KEEPING ALL OPTIONS OPEN**

Nick rode a wave of popular support, becoming the first Liberal Democrat to achieve high office. To the surprise of sceptics the Coalition lasted the full term, before taking its toll on the party. He's since written Between The Extremes, exploring how populism has affected those in power and arguing for the need to reclaim the centre ground. Unashamedly pro-EU, he believes British voters should make the final decision on Brexit after the 'Rubik's cube' of negotiations.

See also Ed Balls, p62

A Lord (Digby) Jones Chairman, Triumph Motorcycles



## **BUSINESS MUST TAKE A LEAD**

Digby has negotiated trade deals as head of the CBI and as Minister for Trade Investment. He still circles the globe lobbying for British business. Rather than fear Brexit, Digby argues that as the biggest inward investor in America and among the biggest in China, we must embrace it with confidence. The key, as he sets out in *Fixing Business*, is for companies to invest in their people – and to become as admired for their training as their goods or services.

B Lord (George) Bridges MBE Former Brexit Minister



## **BREXIT NEGOTIATIONS & OUTCOMES**

George was a senior City advisor before serving as Minister of State at the Department for Exiting the EU, responsible for taking Brexit legislation through Parliament. He resigned in 2017. Speaking with rare insight, George explains how the department works and assesses the likely outcomes. He also considers the wider impact for business and for Westminster, the turmoil within the big parties and how political and social divisions might be healed.

A Joschka Fischer (Germany) German Foreign Minister 1998-2005



## THE FUTURE OF THE EUROPEAN PROJECT

Fischer moved the Green Party to the centre ground, entered into coalition with the Social Democrats and became Germany's long serving Foreign Minister. In his view the main challenge for the EU is to stabilise the Eurozone and forge a new agreement between Macron and Merkel. He argues for restraint on both sides in Brexit negotiations: "Whether Britain is in or out of the EU, it is still there - in geographical terms. The UK will still be affected by the EU."

**B Dr Gerard Lyons** Chief Economic Advisor, Policy Exchange



## MOVING FROM REGULATION TO INNOVATION

The Brexit supporter and former Chief Economist at Standard Chartered also served as economic advisor to Boris Johnson at City Hall. He argues that EU rules and regulations hold back innovation, which should become the main focus in the UK. Calling for a clean break to minimise uncertainty, Gerard sees scope for sector-specific agreements and Single Market access. "Above all you need to remember that it's firms and people that trade, not bureaucrats and politicians."

## A A Herman Van Rompuy (Belgium) Former Belgian PM & EC President



## THE CHALLENGE FOR THE UK AND THE EU

Van Rompuy spent five years in the Brussels cockpit as President of the European Council, with the task of aligning EU Heads of State. Against the backdrop of nationalist tension, he remains a strong supporter of greater integration. In presentations Van Rompuy offers his insight into the Brexit negotiation process; the sensitivities of the counterparties; the challenges they must overcome; and the potential implications for the UK, the EU and the world economy.

A A Yanis Varoufakis (Greece) Former Greek Finance Minister



## A LONG TERM TRANSITION?

Yanis rose to prominence as Syriza Finance Minister. He shows how, as the EU grew, technocrats ensured it became less democratic. From his own experience negotiating Greek debt, he sets out the traps facing Mrs May's team in Brussels: the runaround between officials, a "symphony" of blank stares and a stream of leaks. Yanis' solution is a long term 'Norway-style' transition deal – removing the pressure from today's leaders and giving UK Government time to debate.

B Guy Verhofstadt MEP (Belgium) Leader, ALDE



## THE FEDERAL SOLUTION

Guy Verhofstadt is the European Parliament's Brexit coordinator and head of the Alliance of Liberals and Democrats – the main centrist grouping. In his book Europe's Last Chance he sets out his survival strategy for the Union amid division, economic woes, tension with Russia and mass migration. Guy believes only a federal solution will work: a United States of Europe with a Treasury, a strong government and no means for any state to veto or opt out of USE policy.

David Davis at a JLA Speakers Breakfast (2007)

## **BREXIT MODERATORS**

B Katya Adler BBC Europe Editor



Before taking on her pan-European BBC role Katya was posted to Vienna, Berlin and Madrid. She's also a seasoned documentary maker. Katya analyses the culture, politics and economics of a continent facing complex challenges – from Brexit talks to the rise of populism and EU relations with Russia and America. She assesses the state of negotiations, examines key players and competing priorities, and explains why Germany won't sacrifice the European project.

See also News Presenters, p67

C Jacki Davis
Brussels Journalist & Analyst



Jacki is one of the best known journalists among the network of EU/EC institutions, regularly moderating official events. She is also a highly respected analyst and European Policy Centre advisor. Since arriving in Brussels as a foreign correspondent she has served as Editor-in-Chief of E!Sharp and as founding editor of European Voice, a Brussels-based weekly established by The Economist. Jacki offers a rare insight into the way the EU works, and its attitude towards Britain.

## CONFERENCE SPEAKERS

## **TECH: FUTURE PRESENT**

**B** Jason Bradbury Presenter



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



## **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.

See also Allister Frost, p54

**B Leo Johnson** Head of Disruption, PwC



## **SECURING THE FUTURE**

The PwC Partner and Co-Presenter of BBC Radio 4's FutureProofing points to the opportunities as every sector succumbs to disruption. Rather than attempt to preserve old industries the focus should be on new ways to generate growth. Borrowing an insight 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 old ways.

See also Michael Pawlyn, p52





## 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 affected 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.

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 whom to trust?



## A Magnus Lindkvist Author, When The Future Begins



## HOW TO CREATE TOMORROW

Magnus is a seasoned TED speaker and trend spotter with a background in film-making and management consultancy. As well as having fun with futurological fallacies, he looks at how to create the future rather than get stuck in its headlights. For business the key is to bring something new into the world, not simply competing for existing markets. Mixing quantifiable facts with a visionary gaze, Magnus also explores the case for measuring investment by time, not money.

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 is changing business models and how new tech itself quickly fades into the background (like microwaves), or gets disrupted by *layered* innovation (like apps on top of mobiles). 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.

**JLA @ WIRED** 

**B David Rowan** Editor-at-Large, WIRED UK



## ADAPTING TO THE NEW REALITY

David has long been the face of the tech and trends magazine for online brands, gadgets and the culture around them. He has also chaired the G8 Innovation Summit. In presentations David shares insights from the research labs and start-ups that are building the future – from streaming video through lightbulbs to charging batteries in seconds: "If you do not disrupt yourself and change your old way of doing business, someone else is going to come and do it for you."

See also Tech: Trailblazers, p10

**B Michael Phillips Moskowitz** First Global Chief Curator, eBay



## PREPARING FOR TECTONIC SHIFTS

Michael ran a host of design, publishing and fashion businesses before selling his men's lifestyle brand to eBay and taking on a role stretching from content to editorial strategy and customer engagement. He also launched partnerships with the likes of Sotheby's. In a fast-paced presentation he looks at developments in tech and social media, how to prepare for tectonic shifts in the consumer landscape, and the *primordial* power of storytelling.

See also Creativity, p57

C LJ Rich Presenter & Producer, BBC Click



## TOMORROW'S USER EXPERIENCE

The Click presenter is a self-confessed 'cool hunter.' She's also a pianist and composer, mixing digital and musical skills in a multi-sensory symphony (complete with popping candy). In presentations LJ looks at the future user experience, trends like brain control, the progress of virtual and mixed reality - and the nexus between creativity and technology. We will soon be able to have offers pop up in front of our eyes, but how much will we want to tell our devices?

A Nick Thompson (US) Editor-in-Chief, WIRED



## **FACTS AND FICTION**

Before taking over the cutting edge magazine Nick was Senior Editor at The New Yorker – transforming the fortunes of its digital offer by resisting the trend towards fast, disposable content. In presentations he examines the challenge of alternative facts and fake news and what happens when social media becomes an algorithmic echo chamber. Nick explores how the world's big tech companies formulate policy, interact with citizens and influence governments.



Superb story by David Rowan on tech transformation of China's rural shops. Not as crazy as you might think!

## DISCOVER MORE TECH SPEAKERS AT JLA.CO.UK



### **Charles Adler Co-Founder, Kickstarter**

Charles led design at the crowd-funder that's attracted 9 million investors, turned inventions into prototypes and launched thousands of businesses.

How the web inspires creativity

## **Kevin Ashton RFID Pioneer**

At MIT Kevin led development of sensors to track goods, reduce waste and enable smart energy – and coined the term 'The Internet of Things.'

Innovating in an uncreative organisation

## Nicklas Bergman Academic & Entrepreneur

Nicklas researches and invests in emerging technologies. He considers their likely impact on society in Surviving The Tech Storm.

Adapting to the new landscape

## James Bilefield Digital Entrepreneur

The former banker was the first outsider to be hired by Skype. He has since led online transformation at Voque, GQ and Vanity Fair. Positive paranoia; the cultural challenge

**Dr Graeme Codrington Consultant & Writer** Graeme combines strategy and forecasting,

analysing the disruptive influences and the skills and expectations of Generation Y. The new world of work

## Ken Cukier Co-Author, Big Data

In his bestseller The Economist journalist shows the huge quantity of data produced and stored, but warns of over-reliance on what it tells us.

Digital opportunities

## **Andrew Davis Social Media Strategist** Since helping MySpace attract 10m users,

Andrew has trained several agency teams and created the first dedicated course for secondary schools.

How to keep online conversation going

## Andreas Ekstrom Author, The Google Code Andreas has delved below the surface of the

most culturally, technically and commercially important company in history.

Search lessons on politics, business and love

## Robert Hannigan Former Director, GCHO

Robert opened up the intelligence service, founded the National Cyber Security Centre and led the debate on encryption and the role of tech companies.

Personal, corporate and national security

## Garry Kasparov Campaigner & Grandmaster Kasparov's games against Deep Blue were a

milestone in machine learning. The series stands at one all and inspired his book *Deep Thinking*.

The human case for artificial intelligence

## Dr Aleks Krotoski BBC's Digital Human

Aleks transferred from gaming to academia. She now focuses on the interaction between psychology and technology, and the impact it has in ways we don't realise.

What are we really afraid of?

## James Lyne Head of Research, Sophos

Cyber security's 'first megastar' (TechWeek) consults on severe incidents across the globe. James' expertise extends from forensics to offensive security.

Hacking, malware and denial of service

## **Orlando Machado Chief Data Scientist**

Orlando defines his role at MoneySupermarket as bringing data to life, both to drive revenue and to improve the customer experience.

Balancing convenience and intrusiveness

## **Douglas Merrill Former Google CIO**

Douglas championed innovation in strategy and culture as Google matured from start-up to digital giant. He now heads an LA-based fintech company.

How to incorporate new tech and stay relevant

## **Jurgen Schmidhuber AI Pioneer**

Jurgan developed the algorithms that allow us to speak to computers. He's now working on 'true' AI systems with a recurrent neural network like the human brain.

New life forms – a second Big Bang

## **Seth Stephens-Davidowitz Data Scientist**

Seth uses search data to measure everything from racism to sexual preference – revealing his findings in Everybody Lies.

What the internet tells us about who we are

## **CONFERENCE SPEAKERS**

## **TECH: CYBER SECURITY**

**B** Graham Cluley Computer Security Blogger



MINIMISING THE DANGER 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 remote control washing machine?

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 to prepare for attack from activists, rivals or terrorists. What are we trying to protect? What's the nature and the scale of threat, and the acceptable level of risk?

See also Eliza Manningham-Buller, p9

C Jason Hart **Ethical Hacker turned Security Expert** 



## **CREATING A SECURE ORGANISATION**

Jason's focus is on researching and reducing the risk of password theft. A former hacker, he now advises business, government and law enforcement agencies on information security. He has also founded a cloud based authentication platform to help organisations protect themselves from threats. As well as exposing our password vulnerability, Jason looks at the role of the CSO (which he was instrumental in creating) and how to assess security systems' robustness.

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 Ben Hammersley (US) Presenter Cybercrimes, BBC World



**FAST-MOVING THREATS** 

The former Times' internet reporter covers the dark net, hacking, viruses, privacy rules and digital spying for the international TV network. He has also served as the PM's representative in London's Tech City and Editor-at-Large at WIRED. Ben mixes stories, analysis and up-to-the-minute examples to assess the positive and negative effect of ultra-fast communication and developments in AI – and the consequent threats to personal, state and organisational security.

C Charlie McMurdie Cyber Crime Advisor



**RISKS. REGULATIONS & LIABILITIES** 

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 bringing her experience to TV and corporate audiences - particularly in health, legal and financial services. Charlie looks at the threat from insiders and the internet of things, ransomware, GDPR and data loss prevention, and where liability sits in a breach.



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## **CONFERENCE SPEAKERS**

## **TECH: AI, ROBOTICS & AUTOMATION**

A A Prof. Nick Bostrom
Director, Artificial Intelligence Research Centre



THE ETHICS AND IMPLICATIONS OF AI

The Superintelligence author and founding Director of the Future of Humanity Institute is a world leader on the nature and implications of AI. Since it was the brain alone that made us dominant, Nick argues that should something surpass it we'll rely on that for our survival just as gorillas rely on humans. In a gripping presentation he highlights ethical, philosophical and rational considerations if we're to create human-like reasoning and machines that improve themselves.

See also AC Grayling, p63

☐ Timandra Harkness
 Co-Presenter, Radio 4 FutureProofing



**CHANGING THE WAY WE SEE THE WORLD** 

Timandra is a science writer, 'maths comedian,' radio presenter and author of *Big Data: does size matter?*She looks at our relationship with technology, social psychology and the prospects for everything from Al in the workplace to the food we're likely to eat. She also explores the knowns and unknowns of big data: "It knows where you've been, what makes you angry and what you'll buy. Maybe it knows you better than you do. But how well do you know it?"

See also Tim Harford, p6

■ Prof. Murray Shanahan Senior Scientist, Google DeepMind



## 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.

See also Kevin Warwick, p64

C Calum Chace Author, Surviving AI & Pandora's Brain



AI & AUTOMATION: FACT & FICTION

After roles in sales, marketing and consulting Calum now writes both fact and science fiction on artificial intelligence. In speeches he explores how much truth there is in popular preconceptions, and how justified are the fears and hopes associated with our attempts to reverse engineer the human brain. Meanwhile, as machine learning is used to process huge amounts of data, Calum considers the challenge for society when it starts to replace large parts of the workforce.

C Daniel Hulme
Business Analytics Director, UCL



**DECISION MAKING AI** 

Alongside his academic post Daniel is CEO of Satalia, applying AI to difficult business and social problems. In speeches he explores the impact of technology on tasks that require decision making, from training to marketing – and what this means for organisational structure. Daniel explains what AI really is and what it might herald: could big companies issue their own currencies rather than shares? Will their reputation be recorded irrevocably on the blockchain?

**B** Conrad Wolfram Founder, computerbasedmath.org



## WHAT'S FOR COMPUTERS, WHAT'S FOR HUMANS?

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 the classroom. As well as assessing progress on STEM, Conrad explains what we learn from computational thinking, how to move from big data to *useful intelligence*, and what's for computers, what's for humans in an Al world?

See also Marcus du Sautoy, p58

## JLA AUDIENCE TWEETS



Listening to extraordinary polymath Nick Bostrom on Al. So popular we couldn't all fit in the room! #IPEXPO Timandra Harkness keeping it really human and hugely entertaining

## JLA SPEAKERS BREAKFAST

reakfast sessions take place in central London, offering n opportunity to see speakers in action before making booking. If you would like free tickets for an upcoming vent, or to watch the live stream, please visit jla.co.uk or more information.

"Three Wise Men (Hawking, Musk and Gates) have sung in close harmony that strong AI is almost definitely on the way. It will either be the best or the worst thing ever to happen to humanity.

If we create a Superintelligence that hates us, an entity thousands of times smarter than us will find it easy to wipe us out. If it simply thinks it has better uses for the atoms we're made of, the outcome won't exactly be good. But the real threat is unintended consequences: what if somebody asks it to do us a favour that wasn't very well chosen?

DeepMind's mission statement is more reassuring: first solve artificial intelligence, then use it to solve everything else – poverty, war and even death. It's possible there are people alive today who won't have to die.

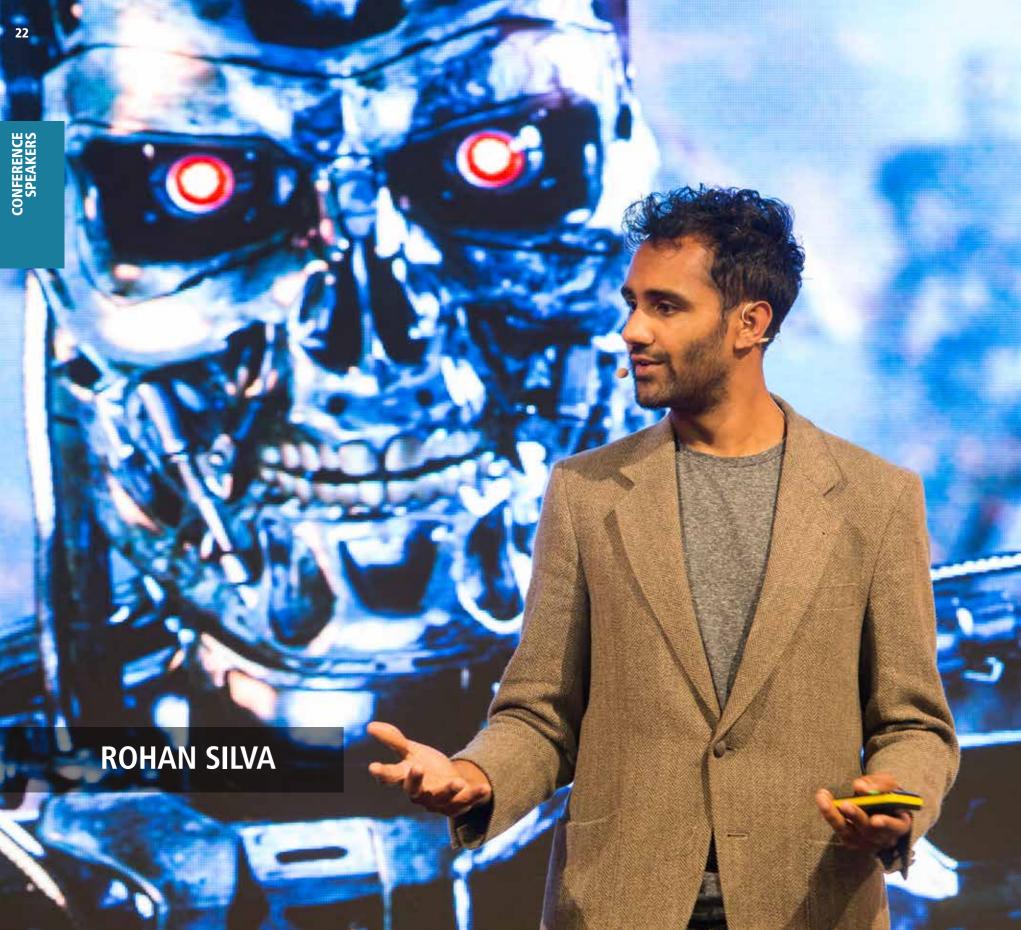
It's also entirely possible that within a generation most of us will be unemployable. We'll need to figure out how to make that a great world, where machines do the boring bits and we get on with the important business of learning, exploring, playing and socialising.

Some think the big hurdle is *meaning* – but retirees and aristocrats show you don't need to have a job to have meaning. The real problem is income: in a jobless world, we'd have to decouple income from employment. And we don't really know how to do that."

## **UK Jobs at High Risk of Automation**

			300537
Sector	% Share of employment	% Jobs at risk of automation	Number of jobs at risk
Retail / Wholesale	14.8	44.0	2,250,000
Manufacturing	7.6	46.4	1,220,000
Transportation	4.9	56.4	950,000
Prof. / Scient. / Tech.	8.8	25.6	780,000
Health / Social Work	12.4	17.0	730,000
Accom. / Food Service	6.7	25.5	590,000
Construction	6.4	23.7	520,000
Public Admin. / Defence	4.3	32.1	470,000
Information / Comms.	4.1	27.3	390,000
Financial / Insurance	3.2	32.2	350,000
Education	8.7	8.5	260,000

Sources: ONS (employment shares), PwC (estimated risk to job



## **ENTREPRENEURS, INNOVATORS & DISRUPTORS**

B James Alexander
Collaborative Business Entrepreneur



## **CUSTOMER-FOCUSED DISRUPTION**

As Co-Founder and CEO of Zopa James created the world's first peer to peer lender – introducing small investors to reliable borrowers. He is now a growth strategist and Director of Future Agenda, looking at the world in 2025 through the eyes of 5,000 experts across the globe. In presentations James assesses the gig economy (commodifying other people's assets), how established organisations drive innovation, and how dynamic pricing boosts profits and cuts waste.

See also Yancey Strickler, p10

A Baroness (Karren) Brady CBE Presenter & Chair, Taveta



## **GROWING AN ENTERPRISE**

Karren ran the business side of Birmingham City FC through promotion, relegation – and brain surgery. Alongside her role at West Ham, she now chairs the Topshop and Dorothy Perkins chains. Karren's mantra for starting and growing any enterprise can be summed up in five tips: work hard (be persistent); use every opportunity to network (shout about your message); move on (failure is history); don't get sidetracked, and always do your sums.

**C** Will Butler-Adams

Managing Director, Brompton Bicycles



## BEING A 'CATALYST' FOR THE FUTURE

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 new London factory. Unusually for a maker, they're also opening their own stores in Asia; exports account for 80% of total sales. Will enthuses about the future, from the potential of the Internet of Things to Brompton's role in encouraging fitness. He also admits that risk taking makes him feel alive.

**☐ Tony Anderson** Ex-Marketing Director, easyJet



## **BUILDING A CHALLENGER BRAND**

Tony was the third employee at easyJet, helping to steer it from ambitious start-up to the biggest single airline in Europe flying twice as many passengers as BA. He now lectures in management at Cambridge, London and Shanghai. In speeches Tony shares the story of building and then diversifying a challenger brand. He admits not everything went to plan, but they always believed "anything's possible providing you avoid complacency."

B Richard Browning Pioneer & Iron Man



## TAKING TO THE AIR

The oil trader turned flying man captured headlines around the world with his demonstration for TED in Canada. Wearing an exoskeleton jet suit and six gas turbines with a combined thrust of 130kg, he's able to stay in the air for several minutes. The technology is constantly improving: "One day you will be able to take off from your garden and fly about without a second thought." Richard talks on innovation, risk taking and how to emulate a start-up.

**C BJ Cunningham** Serial Entrepreneur



## DEEPENING THE CUSTOMER RELATIONSHIP

The Death Cigarettes founder, fashion entrepreneur and Visiting Professor now lectures on internal and external communications. He also advises consumer brands on disintermediation. In a very entertaining speech BJ compares customer loyalty to a long-term relationship, while "discounting is little more than a one-night stand." He shows the brand is a promise, not merely a logo: "It's about you baring the soul of your organisation and loving your community."

See also Alex Hunter, p54



C Alex Depledge MBE Co-Founder, Hassle.com



**LESSONS FROM A START-UP** 

Alex and her partner chanced on an opportunity to take the market for domestic cleaners online. Within 21/2 years they attracted funding, expanded overseas and sold the company for £32m. In her presentation Alex looks at the lessons for startups and those who want to emulate them, the rise of the gig economy and what the future holds: the barriers to entry are gone with the cloud, but online marketing channels are saturated and direct mail is making a comeback.

D Matthew Drinkwater Head of FIA, London College of Fashion



PREPARING FOR DISRUPTION

Matthew leads the way in Fashiontec -- training the next wave of designers, buyers, brand managers and retailers. His team has made the world's first digital skirt and a working 3D-printed bionic arm. Matthew considers the implications when clothes can monitor your movements, VR might replace high street shops and robots could replace craftspeople. He points out the challenges in a sector that seems innovative, like many others, but is still ill-prepared for change.

See also LJ Rich, p17

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



**CREATING TRUST** 

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

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 worldwide. 2017 saw the arrival of a new peanut butter range, SuperNuts. In speeches Fraser describes how his sugar-free product hit the shelves and shares his approach to branding, packaging and development. He also extols the way community engagement (like SuperJam teas for the elderly) "helps make the ordinary extraordinary."

**B** Kevin Gaskell **Turnaround Expert** 



FROM TURNAROUNDS TO START-UPS

Kevin headed UK operations for Porsche and BMW (overseeing 40% increase in sales), before launching a software business then reviving the fortunes of a luxury boatbuilder. He has also walked to both poles with Alan Chambers (page 28). Kevin sets out simple rules: have a dream, define your purpose, write the plan, apply it with consistency and allow yourself to become obsessed with winning. He sees the leader's job as creating more leaders.

See also Ellis Watson, p11

B Brian McBride Chair, ASOS & former CEO Amazon.co.uk



FROM MAD MEN TO MATHS MEN

Before chairing the online clothing retailer Brian led Amazon UK in a period of huge growth, overseeing the acquisition of LoveFilm and the launch of Prime. As well as offering insights into fast fashion and its use of social media, he shows how data changes old ways of marketing (from Mad Men to 'Maths Men'), warns of complacency (45% of companies still think disruption won't happen to them), and argues that every board member must be digitally literate.

**JLA AUDIENCE TWEETS** "Ask what can you learn from negativity - see the positive" from founder of Mr&Mrs Smith #islexpo

**B** Jo Malone MBE Founder, JO LOVES



TAKING RISKS

Starting as a dyslexic 16 year-old making face cream on her council estate, Jo grew her original cosmetics range into a global brand before selling her stake to Estée Lauder. She is now back in her own right with JO LOVES. In presentations she explores success and failure, confessing her habit of rocking the boat. Jo offers her advice on building almost any enterprise: "Ensure your team feel secure, but encourage them to take risks. Only then can you reach a new level."

**B 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.

THE RETAIL VIEW

**C** Kate Ancketill Retail & Leisure Specialist



**RETAIL: WHERE TO INNOVATE AND INVEST** 

Kate compiles the Global Innovation Report used by many of the leading consumer brands. She analyses the key shifts across retail and technology - tapping into her network of designers, academics, strategists and architects; the findings point to where to adapt, innovate and invest resources. In presentations Kate examines the trends in shoppers' behaviour and sets out the technologies that retailers and brands must employ to meet their expectations.

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 startups, 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.

G 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 startups and spin-offs. His speech tells conference audiences how they too can foster a space agency culture of creativity and ambition.

CEO, Domino's Pizza Group



## **COLLABORATING WITH SUPPLIERS**

David learned about retail as a Tesco buyer, before leading the expansion into underdeveloped markets in Eastern Europe and moving to Walmart in the US. He was lured back to take charge at Halford's just as recession arrived; it grew against the trend, seeing a four fold increase in online sales. On the conference platform David shares lessons learned about supply chain collaboration. He also looks at trends in home delivery, and what makes for successful franchising.

See also Ros Rivaz, p52



**B Rohan Silva** Co-Founder, Second Home



## SOWING THE SEEDS OF INNOVATION

As a special advisor to Cameron and Osborne, Rohan was the brains behind Tech City – a new technology cluster in east London now firmly on the world map. He also formulated a national strategy to encourage development in life sciences. Since leaving the No.10 Policy Unit, Rohan has co-founded a workspace that acts like a club for growing companies in design, art, fashion, finance and tech. 2018 sees new projects in printing and housing, and expansion into the US.

G Ben Towers
Young Business Leader



## **MARKETING TO MILLENNIALS**

Ben started to design websites at the age of 11. He was in business before sitting his GCSEs – and by 18 he was running a fully fledged online branding and social media consultancy. Not yet 20, he is doubling his team and advising a growing number of global brands on marketing to Millennials. Ben sheds light on Customer 4.0, highlights the value of influencers and explores some new ways to create relationships. He also tells his own remarkable story.

See also Kate Russell, p54

**B Will Whitehorn** Co-Founder, Purplebricks



## MIXING INNOVATION & INVENTION

As Branson's long standing right hand man Will led the railway franchise and took Virgin Galactic from the drawing board to the brink of reality. He's since co-founded Purplebricks (taking the estate agent to market after 20 months) and chaired a government initiative to promote British enterprise in integrated transport systems and intelligent mobility. Will talks about disruption, expanding a global brand and the race to be the pioneer of space tourism.

**© Emma Sinclair MBE** Co-Founder, EnterpriseJungle



## FOSTERING AN ENTREPRENEURIAL MINDSET

After early experience in M&A, at 29 Emma became the youngest person to float a company (a car park and facility management business) on the LSE. She's since launched a search platform that helps identify, recruit and manage teams and interest groups in big organisations. In presentations Emma highlights the value of networks in combating skills shortages, the challenge of scaling up and the potential unleashed when entrepreneurs partner corporations.

**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 24 in 2018. 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 Sarah Wood**Co-Founder and CEO, Unruly



## **GOING VIRAL**

After tracking the elements and themes common to viral videos, Sarah realised that her insights into the phenomenon had business value: she co-founded an agency that now creates online ads for most of the world's major brands. Sarah is still at the helm after a £100m+ takeover by News Corp. In her speech she argues that social marketing is the best way to beat ad-blockers. She also advocates a different approach to work, as borne out by her army of 300 'Unrulies.'

## **JOSH VALMAN**

"A few days ago I was in a FTSE boardroom, watching fear spread around the group. We were showing them numbers from another client: three people, no office, tens of thousands of units shipped every month. This blistering speed and success is what they need. The question is, how can they activate their behemoth to compete at this pace?

The future of big businesses will be a large portfolio of small companies, more like Softbank than any Kraft-Heinz-Unilever. Teams able to evolve and iterate at incredible pace. A nimble conglomerate with the flexibility to take ownership of successful brands once they're proven – big and small business thinking in a similar way.

Connectivity makes this necessary. It also allows us to make products for specific locations and behaviours – even specific customers. You don't buy the next mobile phone, you buy the model designed for the way you live and work. It's about marrying global infrastructure and localised product. Yes it's a turbulent world, but it's a future of rapidly evolving opportunities for anybody to grasp."

## **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. He's also taken troubled British children to the hottest and coldest classrooms on earth for C4, and published a motivational book: Lead Yourself To Success. In his speech Alan stresses the need to question norms, encourage 'total trust' within the team and make decisions based purely on the facts. He advocates leading from behind.

C Alastair Humphreys Opportunist Adventurer



ONE STEP AT A TIME

Armed with a budget of just £7,000 Alastair spent four years cycling around the world, relying on the kindness of strangers and the odd mechanic. He has since run the Marathon des Sables, rowed across the Atlantic, and busked through Spain in the footsteps of Laurie Lee (despite being a novice violinist). He's also published a book of 'microadventures' as a first step towards bigger challenges. Alastair encourages audiences to see opportunities, not constraints.

A Lewis Pugh (South Africa) **Endurance Swimmer & Campaigner** 



UNLOCKING THE IMPOSSIBLE

Lewis is the first to complete long distance swims in each of the world's oceans to raise awareness of the fragile maritime environment. After getting Putin to change his mind on protecting the Ross Sea (dubbed 'Speedo Diplomacy' by the world's media), 2018 sees a new campaign to save an area the size of Australia around Antarctica. As Clinton puts it, "Pugh doesn't tell you what to do, he shows us what can be done." Lewis 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 also showed off his skills in Great Escapes and The Great Shark Chase. Closer to home Monty has founded a campaign to introduce leadership onto the school syllabus. At conferences he shows how to maintain our aim, cope with stress and get past the 'red star' moment when we have to decide whether to give up or persevere.

**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) - and become Adventurer of the Year. Tori explains how to develop the necessary resilience and work as a team with a single objective. She may also describe the exhilaration of -40° storms, racing through polar bear territory, breaking records (she has three) and ensuring you return in one piece.

B Levison Wood

Author, Walking the Nile... and 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 Nile trek. In 2017, after Walking the Americas, he set for a new challenge: Crossing the Caucasus. In speeches Lev talks about the struggle to continue when things start to go wrong. He might also show awe-inspiring images of the Nile villagers who fish without boats in crocodile-infested waters.

See also Benedict Allen, p99

## **JLA AUDIENCE TWEETS**



Pugh was absolutely amazing and a must | Two very happy colleagues meeting watch on the stream - lots of material for project and change teams too!

Levison Wood #UBMFlexies

## **SPORT**

**© Eniola Aluko** England & Chelsea Footballer



SUCCEEDING ON AND OFF THE FIELD

Eni has been dubbed the Wayne Rooney of women's football for her natural ability, creativity and eye for goal. In 2016 she signed a new contract with Chelsea and instantly rose to top scorer in the Super League. Like Rooney she's won over 100 England caps; unlike him she's also a qualified entertainment lawyer. Off the pitch Eni works with a leading law firm on M&A and Africa business development. She shares her will to succeed in both fields with conference delegates.

**B Sean Fitzpatrick**Former All Blacks Captain



BENCHMARKING AGAINST THE BEST

Sean is one of the greatest rugby players of all time, captaining the All Blacks to several famous victories. Speaking on leadership, he argues that New Zealand are the world's most successful sports team (winning 90% of their games) because they have a clear vision and the national culture revolves around them. Now in business Sean draws clear parallels with corporate life, encourages everyone on the team to hone their own skills – and invites delegates to do the Haka.

See also James Kerr, p50

Marc Priestley
Motor Racing Expert



**BIG DATA & MARGINAL GAINS** 

Marc spent ten years as a mechanic on the McLaren Formula One pit crew. He's now fronting Formula E and developing a RoboRace event for driverless cars. In presentations Marc describes the communication, teamwork, pressure and strategy necessary to secure marginal gains in F1. With each car producing 10MB of data per lap, analysts scrutinise their competitors' decisions ever more closely in an effort to optimise their own team performance.

**B Matt Dawson MBE** England Rugby Legend



**EVERYONE TAKING RESPONSIBILITY** 

Matt's performance in the World Cup-winning team (especially the pass that led to Wilkinson's final kick) has earned him lasting respect. To many he was the best scrum-half of his generation. Matt is now active in business alongside his duties on Question of Sport. In speeches he offers a winning formula: discipline, a strong management framework, and coaches that encourage individuals to take charge of themselves. He might also bring up Strictly and Masterchef.

See also Austin Healey, p108

**B Colin Jackson CBE**Presenter & Former Champion Hurdler



STAYING AT THE TOP

Colin was ranked among the top ten hurdlers in the world for almost two decades – retaining the 110m record for thirteen years. He has since picked up his spikes to train young athletes. Away from the track Colin is a polished presenter and a linchpin of BBC's athletics coverage. For conference audiences he sets out his winning formula, reveals mental visualisation techniques and describes the unwavering dedication needed to stay at the top of your game.

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.

**JLA AUDIENCE TWEETS** 



I can confirm, if it was ever in doubt, that Matt Dawson is a lovely & inspiring human being. Listening to Marc Priestley talk about how the loss of tobacco advertising changed F1 #abta

## **TEAM GB HEROES**

## A Nicola Adams OBE



Nicola is the first female Olympic boxing champion. Since winning her second gold in Rio she has turned pro, working towards a world title fight in 2018 and a possible career in Hollywood. Brimful of ambition, she's training to get more power into her punches: "I know everyone wants to beat me, but I'm ready."

**B** Dame Kelly Holmes



Kelly was only the second woman to win 800m and 1500m titles in one Games. To win she had to battle against injury and serious illness. She's since written *Black, White & Gold* and *Just Go For It.* In speeches the former army physical training instructor exudes passion, spirit and positivity – to infectious effect.

**B** Sarah Storey OBE



As a talented young swimmer Sarah went in for her her first Paralympics aged 14. In all she won 20 golds in the pool before switching to cycling and amassing more medals. She's now launching a women's team. Sarah describes how she pushes herself to the limit, revealing three key elements in her mindset.

A Lord (Seb) Coe KBE



Seb's talent and commitment earned him 12 world records and two Olympic golds – before staging the most successful Games in modern history. He is now focused on restoring the reputation of international athletics, as President of the IAAF. Seb speaks about taking responsibility and securing your vision.

A A Sir Chris Hoy MBE



Chris amassed 6 Olympic golds in track cycling, and 11 World Championship titles. He has now taken up rallying and developed his own range of HOY bikes. In presentations Chris explains the team's obsession with marginal gains, and how he dealt with intense competition. He can also take delegates for a ride!

A Max Whitlock MBE (Q&A)



Max became Britain's first gold medallist in artistic gymnastics when he won both the men's floor and pommel horse exercises at Rio. He has also won the World Championship. In Q&A Max breezily refers to 26,000 hours training, before giving delegates a live demonstration of his prowess on the pommel horse.

**B** Dame Katherine Grainger



Katherine is Great Britain's most decorated female Olympian of all time. After Rio, completing her Phd (in homicide) and publishing *Dreams Do Come True*, she is now Chair of UK Sport. In speeches the double sculls champion shares the lessons and explains that competing is all about spotting opportunities.

B Kate & Helen Richardson-Walsh



The women's hockey final provided one of the most memorable moments of the Rio Olympics. For Helen (penalty scorer) and her partner Kate (team captain) it was the pinnacle of a long and determined effort. In an uplifting double-handed speech they show the value of trust, training and talking to each other.

A A Sir Bradley Wiggins CBE



At the peak of his racing career Brad simultaneously held both World, Olympic and Tour de France titles. He won medals in five consecutive Games. In a wry and typically down to earth speech he explains why he used to keep his training secret, and how he dealt with the pressure of people's expectations.

## **JLA AUDIENCE TWEETS**



Privilege to meet Helen+Kate Richardson-Walsh. Extremely motivating.

#### **COACHES, WRITERS & PSYCHOLOGISTS**

C Dr Steve Bull Sports Psychologist



**CONFIDENCE. CLARITY & RESILIENCE** 

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

A Eddie Jones England Rugby Coach



PREPARATION, EFFORT AND ATTITUDE

Eddie made headlines as the first foreign-born head coach of England's Rugby Union squad. After a long winning streak and back-to-back Six Nations success, they now rank among the most formidable teams in the world. Although his uncompromising leadership style yielded immediate results after a tough period of transition, Eddie sees it as only the beginning of a four-year project. Focusing on the future he sets out his emphasis on preparation, effort and attitude.

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. At Rio he helped increase the medal tally in several sports – giving competitors an edge as well as the confidence to overcome defeat. As in his bestselling book *The Chimp Paradox*, Steve examines how to address our fear and "become the person we want to be." He helps you realise there's a different perspective and a new skillset to develop that will move you in the right direction.

See also John Amaechi, p49

C Phil Burt Lead Physio, British Cycling



**CREATING A CULTURE TO BEAT ALL-COMERS** 

Phil has been lead physio for the all-conquering GB cycling team in three Olympics. He also looked after Team Sky in their winning Tour de France campaign, working with marginal gains specialists in every area from medicals to equipment design. Phil describes a leadership and team culture to beat all-comers, and a relentless pursuit of innovation. Treating Hoy and Wiggins as examples, he reveals how to handle elite performers with very different approaches.

**C** Paul McVeigh Footballer turned Psychologist



**GETTING THE BEST FROM EVERYONE** 

As a player Paul helped Norwich win promotion to the top tier. Since hanging up his boots and gaining a Masters, he's switched to performance psychology and published *The Stupid Footballer Is Dead*. In his presentation Paul explains that pressure stems from allowing colleagues, family or others to dictate our reactions. He shows how we can overcome setbacks, enable everyone on the team to play their part and work effectively to clearly defined objectives.

C Jamil Qureshi Psychologist



#### FROM COMPLIANCE TO COMMITMENT

Jamil has helped sportspeople like David Coulthard enhance their performance. He also helps companies future-proof their 'people strategy.' Sharing insights from his Mind Shaping programme, Jamil argues the best way to make brands stand out is to understand the psyche and the way we interact. He explains the growth mindset, how to energise any team, how to implement and deal with change, and how to drive commitment over mere compliance.

See also Rasmus Ankersen, p49



## **C** Ebony Rainford-Brent Director of Cricket



#### SEEING THROUGH A DIFFERENT LENS

Ebony threw herself into sport as a way of escaping an environment in which brother was brutally killed. 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.

A Matthew Syed Author & Times Columnist



#### **BLACK BOX THINKING**

Matthew was England's No.1 table tennis player. He is now better known as author of bestsellers *Bounce* and *Black Box Thinking* (and for a BBC podcast with Freddie Flintoff). 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.

FITNESS, HEALTH & WELLBEING

C Dr John Briffa Health Expert



#### **CORPORATE 'WELLNESS'**

John is a clinical practitioner, columnist and author, and a leading expert on the impact of nutrition and lifestyle on health and illness. Explaining the science behind things like blood sugar levels, he reveals the impact of sleep loss, hydration, exercise, exposure to light and diet on work/life and mind/body balance. Without it our skills and knowledge are wasted. John shows how optimising energy greatly improves our effectiveness as individuals and organisations.

■ 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.

A Sir Clive Woodward OBE Legendary Coach



#### **NEVER LEARN ALONE**

The nation held its breath as Clive's men lived up to their promise and clinched the World Cup. He's since worked with footballers and elite athletes, launched a knowledge-based app and created a high altitude training centre. Drawing both on sport and 18 years in business before the England role, Clive shows the power of collaborative leadership. His new talks are on dynamic learning, and making the environment so good that everyone wants to be a part.

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 and Eddie Izzard to run marathons. After co-hosting Eternal Glory and publishing Achieve The Impossible he's on a mission to promote the benefits of physical activity across all sections of society. Greg probes the psychological barriers, sets out the path to work/life balance and champions corporate 'wellness.'

See also Kevin Fong, p58



# DISCOVER MORE MOTIVATIONAL SPEAKERS AT JLA.CO.UK



#### **Q&A WITH OLYMPIC/WORLD FIRSTS**

#### Rebecca Adlington

The first British woman to take swimming gold in 40 years.

#### Alistair & Jonny Brownlee

The Yorkshire brothers dominate Olympic and Word Triathlon.

#### Sir Mo Farah

The long distance hero is the most successful British track athelete in history.

#### **Anthony Joshua**

2012 Olympic super-heavyweight turned World Champion.

#### Sir Steve Redgrave

The first in history to win endurance events at five consecutive Games.

#### **Ellie Simmonds**

Team GB's youngest ever winner in either Paralympics or Olympics.

#### Jonny Wilkinson

The legendary fly-half won the World Cup for England in the very last minute.

#### MORE INSPIRING ENTREPRENEURS

#### Wilfred Emmanuel-Jones

The man behind The Black Farmer brand warns against victimhood.

#### **Patrick Grant**

The engineer turned tailor explores where heritage meets innovation.

#### **Wayne Hemingway**

The ex-Red or Dead designer now focuses on housing regeneration.

#### Priya Lakhani

Priya has progressed from a food business to Al-based personalised education.

#### **Deborah Meaden**

Before entering the Den, Deborah sold her family business for £110m.

#### MORE ADVENTURERS

#### **Ed Coats**

The obstetrician and adventurer offers tools for living in the moment.

#### **Bear Grylls**

The world's best-known survival expert shares lessons on resilience.

#### Miles Hilton-Barber

Without any vision, Miles has crossed the Sahara and flown to Sydney.

#### **Manley Hopkinson**

The yachtsman focuses on purpose and values rather than objectives.

#### **Richard Parks**

The ex-rugby player took to extreme sport to avoid being a 'nearly' man.

#### **Debra Searle**

After rowing the Atlantic alone, Debra talks of rising to the challenge.

#### **TEAMBUILDING WORKSHOPS**

#### **Deborah Frances-White**

The stand-up and podcaster shares the secrets of improvisation.

#### **Ben Hunt-Davis**

The oarsman talks team strategy: "Will it make the boat go faster?"

#### Tim Rhys-Evans

The Only Men Aloud founder turns delegates into company choirs.

#### Michel Roux Jnr

The Michelin-starred chef hosts hospitality or team-building sessions.

#### Ian Wallace

lan has analysed 200,000 dreams, and shows the links to success.

#### **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. After a remarkable 17 years at The Royal Ballet, he is now touring with his Cuban company Acosta Danza. Reaching beyond arts audiences, Carlos shows conference delegates of all backgrounds how to harness their strengths.

C Karen Darke
Para-cyclist & Mountaineer



THE POWER OF SELF BELIEF

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 won gold in Handcycling at the Rio Paralympics; she's now in training for the triathlon contest at the Commonwealth Games. Karen encourages delegates to believe they can achieve more: "There's a terrific African proverb... When you are swollen from life's beatings, smile and pretend to be a fat man."

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 dream was to become a racing driver like his brother Lewis. He now competes in the Renault Clio Championship and pairs sportspeople with sponsors. Nic argues that ambition is limited only by attitude: "You just have to keep facing up to the challenge."

**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.

**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.'

**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 give up playing. Now commentating and working towards his UEFA coaching licence, Fabrice's story takes him from child refugee to football star to passionate campaigner.

JLA AUDIENCE TWEETS
Giles Duley fantastic on telling stories to create change

Awesome speech from Nic Hamilton - full of impact



# JLA SPEAKERS BREAKFAST

Breakfast sessions take place in central London, offering an opportunity to see speakers in action before making a booking. If you would like free tickets for an upcoming event, or to watch the live stream, please visit jla.co.uk for more information.

"What drove my rehabilitation was Syria. I knew I had to be there, telling the stories of people like this girl's mother, Khaloud. She was shot in the spine by a sniper in front of her children. By the time we met she and her family were living in a cardboard and metal tent, without any medical care. I asked what her hope was for the future. She said "I just want to be a mother."

They were still in the tent when I saw them again two years later. I burst into tears. Jamal, Khaloud's husband, hugged me and asked what was wrong. I told him I'd let them down. "What's the point taking photographs if your life doesn't change because of them?" He was very comforting. "Don't worry," he said, "it'll happen in time."

About a year ago I gave a talk in San Francisco when somebody said they wanted to help Khaloud. Last week they contacted me to say they've raised a quarter of a million for hospital treatment and a fully adapted flat. This morning I got a video message from Jamal saying thank you. In a small way, whatever challenges we face, we really can change things for the better."

#### **OVERCOMING ADVERSITY**

**B Katie Piper**Former Model & 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 put on a pressurised mask for 23 hours every day. After more than 70 operations and countless therapies, she still faces challenges but she is rebuilding her life. Katie talks about survival techniques, knowing your limits and challenging people's preconceptions.

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. After four solo marathons in the deserts of Namibia he's turned his mind to the triathlon, with tech that vibrates around 50,000 moving objects. Simon tells a life-enhancing tale of determination, endurance and inventiveness, and shows how AR is creating a more accessible world for both blind and deaf people.

Martine Wright
7/7 Survivor & Paralympian



**RE-DEFINING YOUR GOALS** 

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

C Daniel Tammet (France)
Author



#### **SEIZING OPPORTUNITIES OTHERS MISS**

Daniel is one of the best known 'autistic savants' – the condition portrayed in Rainman. He battled to learn skills that others take for granted (like looking someone in the eye) – but he can recite Pi to 22,514 decimal places. He's also learned a dozen languages and translates his own books for foreign markets. In his richly thought-provoking speech Daniel explains that if you can see the world in a different way, you find solutions and opportunities others will miss.

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.

JLA AUDIENCE TWEETS

Can't believe how inspiring
Katie Piper was today at IGD.
Absolute role model.







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#### **MILITARY HEROES**

**B Col Tim Collins OBE**Army Officer Turned Security CEO



**LEADING IN UNCHARTED 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 Nicky Moffat, p50

Major Chris Hunter
Counter-terrorism Consultant



**PUTTING FEAR TO GOOD EFFECT** 

As the Army's senior counter-terrorist bomb disposal specialist, Chris took his life in his hands on a regular basis before assuming an intelligence role in COBRA. He now helps security services neutralise bomb plots across the world. In presentations Chris explores the parallels for business: how can we weigh up threats, control anxiety and prioritise actions? He also shows how fear can bring a competitive edge, and what a team can do if it doesn't matter who gets the credit.

Richard Villar
Emergency Response Surgeon



MEETING UNIMAGINEABLE CHALLENGES

Richard served as SAS Medical Officer, operating in the field on both soldiers and civilians. He is now a Red Cross conflict surgeon and a member of the UK Disaster Response Team – working in refugee camps, war zones and countries stricken by earthquakes. He is also developing advanced facilities in Lebanon for Syrian casualties. Richard sets out challenges almost beyond the imagination: "Without water, power or the rule of law, you take nothing for granted."

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."

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. After his success at the Invictus Games, Mark proudly shows that he doesn't need a wheelchair: "You have to choose who to listen to – some won't believe you can achieve what you want."

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.



#### **CONFERENCE SPEAKERS**

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

**B** Roger Bootle Advisor, House of Commons Treasury Committee



**HOW TO MAKE A SUCCESS OF BREXIT** 

Roger is a former HSBC Chief Economist and winner of the Wolfson Prize for his study on how a country would leave the Euro. In the revised 2017 edition of The Trouble With Europe he considers how to make Brexit a success and how to reform the EU. Speaking without hyperbole, Roger weighs up the arguments for 'hard' and 'soft' outcomes, explores how trading relationships might work and considers the concerns of key industries and the implications for Scotland.

See also Brexit, p14

C Dame (Frances) Cairncross CBE Hon Fellow Exeter College, Oxford



PRODUCTIVITY, DIGITAL... AND BREXIT

The presenter of Radio 4's Analysis programme and ex-Management Editor at The Economist surveys the landscape - from the impacts of digital and machine learning on economic and social trends, to prospects for Brexit (on which she is less gloomy than many). In presentations Frances also considers how well we measure productivity. Are the figures skewed by the proportion of GDP from services and the difficulty of calculating the contribution of the digital world?

**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 whether compliance-based risk assessment prevents innovation, and how the board might counter it. He also looks at the impact of Brexit on the City, and the latest developments in China.

See also Andrew Adonis, p62

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



WESTERN UPHEAVAL

As well as serving under George Bush Snr, Todd has headed a \$15bn hedge fund, lectured on economics at Harvard and produced a Broadway hit. In his new book, The Price Of Prosperity, he argues that the US and the West must build new foundations to restore growth and community spirit if we're to avoid being torn apart by partisanship and globalisation. He also calls for a Fed fit for the age of big data and the gig economy, which compensates for non-market forces.

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 do the Brexit talks and the rise in protest parties tell us about the prospects for globalisation? And, given continuing low rates, what are the consequences for insurance companies and pension funds?

C Courtney Fingar Editor in Chief, fDi Magazine



THE UK & GLOBAL INVESTMENT MAP

After assignments in over 70 countries the senior FT journalist interviews leaders at the highest level and offers an up-to-the-minute impression of the global investment map. As Brexit negotiations gather pace, Courtney also provides an insight into the future of the UK as an FDI destination: US companies' affinity might offset the turbulence, but European investors could pull back. Meanwhile Britain's tech supremacy relies on its access and appeal to talent.

See also The World in 2018/19, p12

**JLA AUDIENCE TWEETS** 



Best summary of complexity of Brexit | Interesting views from Frances debate I have heard by Roger Bootle at #RWL VIP breakfast

Cairncross on how tech will aid growth and Brexit recovery #RESI

#### **ECONOMIC POLICY MAKERS**

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



**EVERYDAY ECONOMICS** 

Alongside his American academic duties the former BoE Monetary Policy Committee member continues as Economics Editor of the New Statesman – reading the runes on both sides of the Atlantic. Danny roots his work squarely on the data (including indices that reflect sentiment), not economic theory. In his latest book, It's The Labour Market, Stupid, he looks at the effect of globalisation and automation, and explains why relative things like inequality matter so much.

See also David Autor, p61

A A+ Lord (Mervyn) King GBE Former Governor, Bank of England



**ENCOURAGING OPEN TRADE** 

Mervyn King played a key role in British and global attempts to deal with the financial crash. Under his tenure banks were assisted, QE was introduced and regulation was drafted to prevent a similar collapse. King describes it as a time of genuine international cooperation. Since the referendum he's argued that the UK should be confident about leaving a 'pretty unsuccessful' European Union. He advocates greater open trade with developed economies.

A A George Osborne Editor, London Evening Standard



PROTECTING INTERNATIONALISM

George entered No.11 with an economy struggling in the wake of the global financial crisis. Remaining in the post for six years, he imposed a programme of austerity to reduce the deficit, restored growth and steered the UK towards recovery. He also channeled his energy into the Northern Powerhouse project to promote the regional economy. Since retiring from parliamentary politics George has become editor of London's agenda-setting daily.

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, both in Britain and in the Eurozone, the weaker the patients will become.

**B Lord (Norman) Lamont**Former Chancellor of the Exchequer



#### THE PROSPECTS FOR A DEAL WITH EUROPE

Norman Lamont occupied No.11 in the 1990s, later described as the most effective Chancellor since the war. More recently he has presented a report on the housing crisis, served as Trade Envoy to Iran and led the UK position in 'war games' in the aftermath of the EU referendum. In speeches Norman reveals the tensions between Macron and Merkel on the future of the EU. He also argues that a free trade deal with the UK is eminently achievable within two years.





A Prof. Stéphane Garelli (Switzerland) Professor, IIMD



COMPETING IN THE GLOBAL RACE

The Director of the World Competitiveness Centre and former Davos MD sets out the challenge ahead. Stephane points to underemployment of labour and cash, conflicting pressures on oil prices, China's role in globalisation, the wave of major companies from emerging markets, the 'youthquake' of millennials, the move to onshore machine power (and offshore manpower) and Trump's 'magical mystery tour' of tax cuts and infrastructure spending. And Brexit.

C Paul Johnson Director, Institute for Fiscal Studies



TAX AND SPEND

Before heading the much quoted research institute Paul was the Treasury's Director of Public Spending. In speeches he examines the health of the economy, the risks the Chancellor is running and the uncertain outlook for tax revenues. He also looks at the effects of the worst income squeeze for 60 years, the rise of the self-employed and the economic contribution of the tech sector, which isn't properly reflected in GDP calculations designed for the mass production age.

D Danae Kryiakopoulou Head of Research, OMFIF



#### INTERPRETING THE GLOBAL SIGNALS

After running the Macroeconomic division at CEBR Danae now heads economic insight for the network of public and private sector financial organisations. She is very well placed to interpret the signals from central banks, regulators and investors. In speeches Danae assesses the stability of the Eurozone and the interplay of economics and politics. She also reveals the hype and disinformation emanating from China, including their reasons for investing in Africa.

See also Bronwen Maddox, p13

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. Against a backdrop of political instability and question marks over austerity, how will markets react to inflation, tax rises and increased borrowing? Anthony argues the business world has a duty to try to prevent any shape of Brexit; meanwhile the more immigration slows, the more problems will occur in everything from housebuilding to the NHS.

**B** Sony Kapoor Senior Advisor to the IMF



#### THE POLITICAL & ECONOMIC DYNAMICS

Sony started as an investment banker in India. After working closely with development charities he went on to set up a think tank to encourage financial rigour within the NGO community. He's now a go-between for the ECB, European Commission and IMF, and the French and German Finance Ministries. Sony speaks about the political dynamics, banking and financial reforms in the Euro area – and what we might learn from developing economies.

D Joe Lynam

BBC Business Correspondent, Today programme



#### THE BUSINESS OUTLOOK

Before joining the BBC business unit Joe ran a chain of pub restaurants in Germany; for a journalist he is unusually familiar with everyday business. He's also chaired official events in Brussels. Joe believes that, unlike continental Europeans who fear change, the UK is well placed to reap the rewards. He considers the dawning reality of Brexit, but advises audiences to be wary of economic forecasts: "Remember, 56% of statistics are made up!"

See also Business Presenters, p69



QUARTERLY BOARDROOM BRIEFINGS
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**WORKSHOPS & MASTERCLASSES** 

Key Points:

1. Being wrong can

help us get it right

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#### **PROGRESS REPORTS**

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B Prof. Douglas McWilliams
Executive Deputy Chairman, CEBR



THE LONDON, UK & WORLD ECONOMY

Doug served as Chief Economist at IBM UK and the CBI before establishing his high profile consultancy. After publishing *The Inequality Paradox*, setting out why controls on immigration and protectionism are self-defeating, he weighs up the likely consequences of Brexit and Trump and the outlook for growth. He also examines the UK tech sector, as in his bestseller *The Flat White Economy* – it's bigger than financial services, but how can it be spread to the regions?

C Roger Martin-Fagg Economist & Strategist



TIME FOR STRATEGIC THINKING

The former Henley lecturer combines economic and policy insights with management strategy. He steers clear of jargon to show what market shifts and City announcements really mean, making anything from GDP statistics to growth forecasts comprehensible to non-financial delegates and relevant to the business. After giving a broad economic overview Roger looks at the potential strategy implications and the sort of challenges they present to managers.

**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 and edited The Sunday Times and The Economist. He now hosts This Week and Daily Politics, and chairs The Spectator – and has a raft of media interests in the Middle East. With a ringside seat on events in Westminster and Brussels, Andrew reveals the detail behind the PM's concessions and the likely consequences as uncertainty persists on both sides of the water.

A Costas Markides
Professor of Strategy & Entrepreneurship, LBS



**CREATING AN INNOVATION CULTURE** 

Markides is a highly respected authority on strategy, innovation, diversification and overseas acquisitions. His research expertise includes radical and disruptive innovation and how to compete with two models in the same industry. In presentations Costas considers the role played by individual managers, and how to create a conducive culture. He also examines how a decentralised change process could be used to scale up and spread social innovations.

A A Zanny Minton-Beddoes Editor-in-Chief, The Economist



THE GLOBAL ECONOMIC OUTLOOK

Zanny was an Africa and Eastern Europe specialist at the IMF before moving to The Economist. She's now the first female editor in their 170-year history. She has also edited Emerging Asia and given evidence to Congress on the Euro. Zanny considers whether the US will remain the world's dynamo, or whether the recovery is based on an unsustainable level of debt. She provides up-to-the minute insight on developed and emerging economies, and global finance.

See also Robert Guest, p13

A Robert Peston
ITV Politics Editor



#### THE ECONOMIC RISKS OF POLITICS

11 years ago Robert was the first to draw attention to Northern Rock's insolvency – becoming the most followed UK journalist on social media. Now at ITV with a new role and an agenda-setting Sunday show, he argues that politics is the principal economic risk across the world. In presentations (and in his latest bestseller *WTF*), Robert weighs up the cost of Brexit, the productivity problem, fake news and the danger to democracy – and China's mounting debt.

JLA AUDIENCE TWEETS



Fabulous presentation by innovation expert Professor Costas Markides, very insightful #OracleMBX

Vicky Pryce explains the historical significance of FDI; 'being a tax haven post Brexit is not solution.'

# DISCOVER MORE ECONOMISTS AT JLA.CO.UK



#### MORE UK & EUROPEAN ECONOMISTS

#### **Stephanie Flanders**

#### Chief Market Strategist, JPMAM

Originally a US Treasury advisor, Steph served as Economics Editor for all BBC output at a time of considerable upheaval – covering all aspects of the financial crisis.

#### Dr DeAnne Julius

#### Former Chair, Chatham House

Shell's former Chief Economist sat on the BoE Monetary Policy Committee, and has expertise in governance and strategic planning.

#### Prof. John Kay

#### Author, The Long And The Short Of It

The Chair of the Coalition's Equity Markets Review argues that corporate selfishness, and an exaggerated emphasis on rational models, undermines our economic system.

#### **George Magnus**

#### Author, The Age of Ageing

The former UBS advisor specialises in the effects of an ageing population, migration and demography; and the often overlooked economies of Eastern Europe.

#### Thierry Malleret

#### Founder, WEF Global Risk Network

The Monthly Barometer editor looks at how economic, geopolitical, societal and tech risks conflate – and how investors and business leaders should respond.

#### Dr Pippa Malmgren

#### Macroeconomist

Pippa has taught in Beijing, served on Bush's National Economic Council and co-founded a commercial drone company. She describes herself as resolutely optimistic.

#### **Wolfgang Munchau**

#### Co-Founder, FT Deutschland

Munchau pens an influential Financial Times column on the European economy, analysing Brexit negotiations from the perspective of all the leading players.

#### **Dr Andrew Sentance**

#### **Economic Advisor to PwC**

As a member of the MPC during the financial crisis, Andrew argued that interest rate rises were necessary for future stability.

#### Dame Nemat (Minouche) Shafik

#### Director, LSE

Minouche served as Deputy MD at the IMF and Deputy Governor of the Bank of England, where she was responsible for operations, risk management and QE.

#### Martin Wolf

#### Chief Economics Commentator, FT

The influential columnist, WEF Fellow and author of *Why Globalisation Works* advises governments and corporations on economic integration and trade.

#### MORE US ECONOMIC 'GURUS'

#### Tim Geithner

#### **Obama Treasury Secretary**

The ex-NYFR head led the second US Treasury bailout fund and introduced systems to deal with toxic assets and recapitalisation.

#### **Paul Krugman**

#### Nobel-winning Economist

The Princeton academic looks at capitalism, and whether growing inequality has more to do with deregulation and weakened unions than taxation policy.

#### **Michael Porter**

#### **Harvard Business School**

Co-Chairman of the Global Competitiveness Report (with Jeffrey Sachs and Klaus Scwab), Porter leads a programme for new CEOs of billion dollar corporations.

#### **Ken Rogoff**

#### **Professor of Public Policy**

Rogoff served on the Board of Governors of the US Fed, and as IMF Director of Research. He explains why recovery is always slow after a debt-driven recession.

#### Nouriel Roubini

#### **NYU Stern Business School**

In 2006 'Dr Doom' warned that the housing bubble and easy money created a toxic mix. Roubini now assesses today's risks – from underemployment to income equality.

#### **Jeffrey Sachs**

### Professor of Sustainable Development

Sachs advises governments as well as the IMF, UN and OECD. He also writes about how the world's limited resources are divided.

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

Chie

C Vicky Pryce
Chief Economic Advisor, CEBR



**RISKS & UNCERTAINTIES** 

The former Joint Head of the Government Economic Service has held senior roles in banking and oil, and published *Economics For Voters*. She is now advising a leading consultancy. In presentations Vicky weighs up the effect of increased borrowing, assesses what Associate Membership of the Customs Union would mean and explores what will happen with non-tariff barriers in services. She also analyses the continuing problems for banks and regulators within the EU.

A A Gillian Tett
US Managing Editor, Financial Times



**POLITICS, ECONOMICS & CYBER TRIBES** 

After training as a social anthropologist Gillian ran the FT Tokyo bureau before becoming US Managing Editor. Applying ethnographic research skills to look at the culture in investment banking, she saw how it rejected interference and anticipated financial crash. She's since published Fool's Gold and The Silo Effect. In presentations Gillian scans the economic horizons, analyses the impact of politicians and 'cyber tribes,' and urges every organisation to disrupt itself.

See also William Hague, p12

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?"

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 uncertainty over Brexit. David might also mention his 'Skip Index' on the health of the UK economy.

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, particularly in the capital. He now chairs the Mayor's London Finance Commission, considering the case for fiscal devolution to support growth and speed up decision making in the engine of the UK economy. In speeches Tony weighs up the potential impact of Brexit on the regions, alongside reforms in local authority funding: "You can't have Sweden's public services with American tax levels."

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 absorbing anecdotes and the odd morality tale. He expects the City to be typically opportunistic no matter which way the winds blow in Europe.





## JLA SPEAKERS BREAKFAST

Breakfast sessions take place in central London, offering an opportunity to see speakers in action before making a booking. If you would like free tickets for an upcoming event, or to watch the live stream, please visit jla.co.uk for more information.

"When companies become successful they don't just fight their competitors - they fight themselves. It's human nature. To beat it you must behave counter-intuitively. When the results are better than ever, you have to ask increasingly sceptical questions. When no one thinks there's any need to change is probably the right time to drive change. When you are No.1 in your industry you have to act and think as though you're No.2. It's the most important and most difficult management challenge in successful companies.

What great leaders do to create urgency is change perceptions. They reframe the competitive landscape. You are no longer the fat cat that reached the top of the mountain, you are the small energetic entrepreneur that's got to go out and conquer the world. There's a much bigger mountain to climb. Great leaders make the world bigger and themselves smaller."

# CONFERENCE SPEAKERS MANAGING PEOPLE, INNOVATION & RISK

#### PEOPLE MANAGEMENT

C Lucy Adams
Former HR Director, BBC



**BUILDING TRUST** 

Lucy led BBC HR during a troubled time, from a 30% reduction in managers to the Savile revelations. She was responsible for employee development, reward, training and redundancies – frequently in the glare of press and political scrutiny. In presentations Lucy considers how to rebuild trust. With leaders needing to retain and inspire talent, negative stories at risk of going viral and so much resting on intangibles like brand equity, trust has never been more critical.

**B Rasmus Ankersen** Author & Strategist



WARDING OFF COMPLACENCY

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 runners come from one village in Ethiopia. In *Hunger In Paradise* his focus is on developing new ideas in successful organisations. In speeches Rasmus looks at how to create your own disruption. He also gives a two-handed presentation with former SAP Co-CEO, Jim Hagemann Snabe.

See also Dale Murray, p25

**© Prof. Binna Kandola OBE** Business Psychologist



**UNDERSTANDING BIAS** 

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.

B John Amaechi OBE Psychologist & British NBA Hero



**CREATING & SUPPORTING SELF-STARTERS** 

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?

See also Greg Whyte, p33

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.

See also Matthew Drinkwater, p24

■ C David MacLeod OBE

Co-Chair, Employee Engagement Task Force



#### **ENGAGING FOR SUCCESS**

David has led businesses in five European countries and served on the board in the US, South Korea and Russia. He's also co-authored *The Extra Mile: How to engage your people to win*, and advised the Cabinet Office on change and performance. In presentations David explains that pressure to increase productivity, open up new markets and adapt to technology must be combined with employee engagement and living up to avowed values like integrity.

JLA AUDIENCE TWEETS

Ankersen on complacency: "At the top, find someone who makes you look like a beginner!" #IABM

## CONFERENCE SPEAKERS MANAGING PEOPLE, INNOVATION & RISK

C Andrew McMillan
Ex-Head of Customer Service, John Lewis



FOSTERING CONSISTENCY AND RESILIENCE

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. Andrew shows how to foster and sustain a consistent company personality, heal rifts and work together to withstand economic turbulence - strengthening the relationship between company and customers.

C 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. In speeches Linda highlights the link between company culture, management style and memorable customer service, and how to ensure values are shared by suppliers.

**SPORTS LESSONS** 

C Mark Gallagher
Chair, F1 Safety Working Group



#### LEARNING FROM THE PIT CREW

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.)

See also Marc Priestley, p29

C 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.

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



#### THE POWER OF DIVERSITY

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

G James Kerr Leadership & Strategy Consultant



#### THE ALL BLACKS' FORMULA FOR SUCCESS

James studied New Zealand's world famous rugby team for his book *Legacy – What the All Blacks can teach us about the business of life*. In presentations he analyses how they managed to improve their win rate by 15% in five years. Drawing lessons applicable in any competitive environment he shows how they recruit on character as well as talent, how everyone is focused on the 'core story' of the team... and how senior players tidy up the dressing room.



#### **UNDERSTANDING RISK**

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 speeches he looks at what evolutionary biology tells us about risk, how to protect business from network effects, and why we must beware the limitations of big data. Did Picasso have a point when he quipped 'Computers are useless, they only give you answers'?

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



MINIMISING RISK & MAXIMISING OUTCOMES

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 invited 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 minimises risk in any environment.

See also Richard Villar, p39

C Jenny Radcliffe 'People Hacker'



THE HUMAN SECURITY THREAT

While in procurement Jenny saw how easily people were duped into revealing confidential information or permitting access. It led to a new career exploring the human frailties in security systems; she has since gained entry to 650 locations, from building sites to the Tower of London, without ever faking a pass. In a compelling (and entertaining) presentation, Jenny explains how malign actors operate in both physical and digital worlds, and how to fend off attack.

C Caspar Berry Former Poker Pro



THE NEED FOR CALCULATED RISK-TAKING

Whether leading a team or negotiating, risk plays a part in every business. The ex-poker pro (and Casino Royale advisor) shows how to distinguish between a calculated risk and a reckless gamble – with insights into decision making, data analysis and combatting the fear of short term failure. In a new presentation Caspar develops the poker metaphor, exploring how to spot liars in a 'post-truth' age. He sees the flipside as equally relevant: how well do we tell the truth?

**G** Julian Fisher Former MI6 Intelligence Officer



PERSONAL, NATIONAL AND GLOBAL RISK

Julian is one of few former operatives known to the public, after co-presenting Channel 4's Spies. His job included recruiting assets, who might be exposed to great risk by betraying their country or cause. In his presentation Julian shares the lessons about 'human asset management' and how to build absolute trust. He also surveys security threats at home and abroad, and explains why traditional dead letter drops and even Rubik's Cubes often trump technology.

See also John Sawers, p12

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



**WEIGHING UP & COMMUNICATING 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. With good and bad examples of risk communication, he shows how to build trust and acknowledge uncertainty.



#### **DRIVING INNOVATION**

B Alastair Lukies CBE PM's Ambassador for Fintech



**EVERY BUSINESS IS A TECH BUSINESS** 

Alastair launched a platform for consumers to manage their finances on their phone. When he handed over the reins it was worth \$2bn, with 1500 staff worldwide. He's since chaired the Fintech body Innovate Finance. In his speech Alastair visualises the new ecosystem of economics, technology and regulation. Like the UK financial sector, which has seen a swarm of piranhas coming for their market, every company must now consider itself a tech business.

See also David Rowan, p17

C Michael Pawlyn
Architect & Innovator



#### **BIO-MIMICRY: DESIGNING THE FUTURE**

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 ecosystems, 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.

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 areas that you find problematic.

See also Richard Reed, p25

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



#### ORGANISING FOR CHANGE

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 Harry Potter and Star Wars. Christian now chairs Denmark's National Research Centre. In speeches he shows how Lego overcame crisis and built one of the world's strongest brands. He argues that, in today's climate, every business must *organise* for change.

Ros Rivaz
Former COO, Smith & Nephew



#### HOW TECH IMPACTS ON THE WHOLE BUSINESS

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. She also looks at the knock-on effect of change, the power of the supply chain and how it can be used to inform the whole business.

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.

JLA AUDIENCE TWEETS

Christian Majgaard says "experts are people who've made every possible mistake in a narrow field." How very true!

# DISCOVER MORE LEADERSHIP, MANAGEMENT & CHANGE SPEAKERS AT JLA.CO.UK



#### MORE BUSINESS ACADEMICS

#### **Nils Elmark**

#### **Business Institute, London**

Nils heads the UK outpost of the Danish management school. He challenges firms to imagine their part in the future and think differently about their industry.

#### Prof. Herminia Ibarra

#### **London Business School**

In Act Like A Leader, Think Like A Leader the Professor of Organisational Behaviour (and World Economic Forum expert) sets out how to step up to a leadership role.

#### **Prof. Gareth Jones**

#### **London Business School**

Gareth focuses on the culture and structure of organisations. He argues leaders' most pressing priority is to engage followers in new ways of creating value.

#### **Prof. Didier Sornette**

#### **ETH Zurich**

The entrepreneurial risk expert shows that crises from market movements to natural disasters are not external shocks, but the result of a visible drift towards instability.

#### MORE FUTURE-PROOFING SPECIALISTS

#### **Simon Calver**

#### Chairman, moo.com

The former Lovefilm CEO explains what large companies must learn from small ones; and how to sell change and revolutionise culture.

#### Jonny Combe

#### **BMW UK Innovation Lab**

Jonny works within BMW sales and finance, and with third parties – preparing for future customer, market and regulatory demands.

#### **Sophie Hackford**

#### Technologist

The former WIRED Consultancy head looks at the latest developments, what they mean and how to prepare for everything from bioengineering to AI.

#### **Charles Leadbeater**

#### **Strategist & Author**

Leadbeater specialises in innovation strategy. He explores what drives progress and argues that rather than being innately selfish, most of us prefer to be cooperative.

#### **MORE MILITARY LEADERS**

#### Gen. Sir Mike Jackson

#### Former Army Head

Mike led the British Army in the Iraq and Afghanistan campaigns. He applies his first hand strategic experience to the challenges facing any big organisation.

#### Lord (Alan) West

#### Former First Sea Lord

West served as Chief of Defence Intelligence and Security Minister – as well as leading the British Navy through active operations and major restructuring.

#### MORE MOTIVATORS & COACHES

#### **Adrian Gilpin**

#### Chair, IHD

The peak performance coach shows change can be implemented instantly – when you realise it's not change we hate, but fear.

#### **Patsy Rodenburg**

#### Legendary Voice Coach

Patsy has coached stars from Judi Dench to Orlando Bloom. She explains how to develop 'presence' through greater self-awareness.

#### **MORE TEAM & CUSTOMER ENGAGEMENT**

#### **Greg Nugent**

#### Marketing Director, London 2012

Under constant media scrutiny Greg engaged communities, coined the term Gamesmakers and supervised thousands of branded items. He shares the lessons.

#### **Trevor Phillips**

#### President, JLP Council

The former EHRC Chair now works with John Lewis. He explains how consumers' trust stems from every partner having a degree of autonomy and a chance to air their views.

#### **CONFERENCE SPEAKERS**

### **CUSTOMER ENGAGEMENT IN THE DIGITAL AGE**

■ Allister Frost
Former Head of Digital Marketing, Microsoft



#### LEARNING TO BE DIGITALLY EFFECTIVE

Allister has been in the vanguard in building online reputation, product and brand marketing across B2B and B2C. In presentations he examines the direction of travel, how to keep up in an age when Facebook can become world-conquering in a few short years – and how to avoid falling for the 'digitally enhanced' hype. He also demonstrates why using digital to talk to and understand your customers requires a culture shift in 'old' organisations.

Content & Disruption Strategist



#### TREATING CUSTOMERS LIKE AN AUDIENCE

Conor reinvented NME, taking it online and moving into events and broadcast. He now helps brands cut through, stay relevant and generate a conversation. His advice is not to spend too much time on content, to stand ready to react immediately to competitors and to be in constant contact with customers. Treat them like a live audience; if you're not adding value by being interesting, they'll talk among themselves and your message will be lost in the noise.

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 boost relationships: "The challenge of adopting new technologies and managing change is dwarfed by the risk of being left behind."

See also Sarah Wood, p26

**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!"

**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 offers a strategy: develop content which speaks to bloggers, those you follow and advocates within your own organisation. Then fully engage.

Author, Digilogue

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."

See also Thimon de Jong, p16





# RORY SUTHERLAND JLA SPEAKERS BREAKFAST

Breakfast sessions take place in central London, offering an opportunity to see speakers in action before making a booking. If you would like free tickets for an upcoming event, or to watch the live stream, please visit jla.co.uk for more information.

"People talk about Uber as a revolutionary business model. It's not. You've been able to order a taxi by phone in London for 90 years. What's amazing is the psychology. We are much happier waiting for a cab when we can watch it approach on a map, than we are being told 'It'll be 15 minutes' – only to spend half an hour going 'Why isn't it here yet?' The human brain craves certainty. I'm not suggesting that price is irrelevant. Only that if they hadn't had the map, made people pay cash and gave them a paper receipt, the business would have gone nowhere.

One more warning against standard logic. Imagine you get some economists together and tell them you want to compete with Coca Cola – for 160 years the most popular cold drink in the world. 'Easy,' they'd say, 'produce a drink that tastes nicer, costs less and comes in a really big can so people get great value for money.' No one will get kicked out of the room for making that suggestion, because it's consistent with the internalised logic of how we decide. But the most successful attempt to compete with Coke is Red Bull. It costs a fortune, comes in a tiny can, and arguably it tastes disgusting."

### **CREATIVITY, STORY TELLING & BRAND POWER**

C Guy Browning
Director, Smokehouse



MAKING 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 applied their knowledge to the market.

**B** David McCandless Information Designer



**DATA VISUALISATION** 

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

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.

A Matthew Luhn (US) Animator & Storyteller



CREATING STORIES THAT TOUCH THE HEART

Once the youngest animator on The Simpsons' team, Matthew joined Pixar just as it began to establish its reputation. He worked as an Original Story Creator on Monsters Inc, Finding Nemo and Toy Story 2 & 3. In his conference presentation Matthew shows how to craft stories that tap into our emotions; applying the same techniques to business helps build brands and brings people together. He explains how to pinpoint your own story and tell it effectively.

**B Rory Sutherland** Vice Chairman, Ogilvy UK



**ELIMINATE THE NEGATIVES** 

Rory is one of the best-known figures in advertising and the first 'creative' to preside over the IPA. He is also a much admired TED speaker. In presentations he explains that people frequently opt for Brand B over Brand A not because they think it's better, but because they're more certain it's not bad. Instead of spending all its time looking at positives, marketing should devote equal energy to asking what people are afraid of and eliminating the negatives.

JLA AUDIENCE TWEETS
"Creativity is simply about getting to the truth" Will Gompertz #media360

David McCandless taking us through the beauty of data at #pwc global client conference – powerful storytelling

# CONFERENCE SPEAKERS SCIENCE & NUMBERS

**B 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.

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



UNDERSTANDING THE FORCES OF NATURE

Brian brings scientific discovery to life for millions in blockbuster TV series. He also co-hosts Radio 4's cult Infinite Monkey Cage. A leading physicist, Brian has recreated the conditions 1/00000000th of a second after Big Bang "to confirm the universe's underlying simplicity." With breathtaking images, he illustrates how science shocks and excites our imagination. He also sets out the case for coordinated investment in science as key to job creation and growth.

C Hannah Fry
Mathematician & Broadcaster



#### WHAT NUMBERS TEACH US ABOUT OURSELVES

Armed with a PhD in aerodynamics, Hannah worked in F1 before specialising in the mathematics of cities. She also brings numbers to life in Radio 4's podcast, The Curious Cases of Rutherford and Fry. In her talk Hannah delves into dating and transport systems to show the way data is used to predict, influence and analyse human behaviour in anything from retail to riots: "It isn't just a series of meaningless numbers – it's a chance to understand who we are."

See also Timandra Harkness, p20

© Prof Jim Al-Khalili OBE Research Scientist & Presenter



THE WEIRDNESS OF QUANTUM MECHANICS

Jim's specialism is quantum biology and theoretical nuclear physics. He also hosts R4's The Life Scientific, makes films on anything from cosmology to gravity, and pens sci-fi, academic and Ladybird Expert books. As in his popular TED talk Jim reveals the weirdness of quantum mechanics, and what we can learn from Einstein's theory about the prospects of time travel. He might also mention his app project – measuring how gravity affects the rate at which we age.

C Dr Kevin Fong
Presenter & Specialist Registrar, UCH



**HOW TO MAKE OUICK & ACCURATE DECISIONS** 

Kevin is an astrophysicist, medical specialist and the author of *Extremes*, probing the limits of the human body. After NASA training he now leads an intensive care unit, flies with a London helicopter ambulance and teaches extreme environment physiology. Used to split-second judgement calls, Kevin considers how to manage risk and meet the challenge of quick and accurate front-line decision making. As with would-be astronauts, he asks if *you* have got what it takes.

See also Chris Hadfield, p5

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



#### **BIG DATA, SECURITY & EVERYDAY MATHS**

Marcus is the author of *The Music of the Primes*, the first maths bestseller. In *What We Cannot Know*, his latest book, he looks at the edge of science. 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?

**JLA AUDIENCE TWEETS** 



I love listening to people talk about what they love. Tonight I saw Dr Maggie Aderin-Pocock. Now I wanna be a space scientist too. Such a brilliant, funny talk from Hannah Fry. Brings data science to life #DataFest17



**SIR LENNY HENRY** 

# SOCIETY: DEMOCRACY, EQUALITY, DIVERSITY & DEMOGRAPHICS

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."

C Kevin Cahill CBE Former CEO, Comic Relief



THE POWER OF MAKING A DIFFERENCE

Kevin led Comic Relief from a small team of helpers to a £100m turnover institution. He launched Sport Relief, oversaw licensing deals, built a vast network of supporters, and ensured the charity brand stayed high in the public consciousness. Kevin explains how they inspire stakeholders with their vision of a fairer world. He looks at the motivating power of 'making a difference,' parallels with the business sector, and why every organisation should be led by its values.

C Clarke Carlisle Former Chair, PFA



**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.

A A Prof. David Autor (US) Professor of Economics, MIT



INVESTING IN HUMANKIND

Autor is a world-renowned authority on the impact of technology and globalisation on labour markets. His research examines the causes of inequality, how economic pressures are reshaping politics - and how to share the benefits of tech. He argues that we can avoid an ever more stratified society by investing in expertise and creativity at every level: "Automating part of a person's tasks doesn't make the other tasks unnecessary, it makes them more important."

See also Danny Blanchflower, p41

Alastair Campbell
 New Labour Communications Director



POST-TRUTH & CRISIS MANAGEMENT

Alastair ran Labour's communications for ten years. He now writes novels (on anything from football to terrorism), advises governments on political strategy and campaigns for mental health awareness. Talking in his inimitably blunt and entertaining style Alastair gives his take on managing crises, post-truth politics and the relationship between PM, press and public. He might also demonstrate how he would conduct the Brexit negotiations.



He does an amazing thing. He helps others realise that their challenges are normal, needing support is OK and receiving it is a good thing. You can't exaggerate the impact of his talk."

HERBERT SMITH FREEHILLS ON CLARKE CARLISLE

## CONFERENCE SPEAKERS SOCIETY: DEMOCRACY, EQUALITY, DIVERSITY & DEMOGRAPHICS

#### **POLITICAL CLASS**

C Lord (Andrew) Adonis

Former Chair, 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. He subsequently assessed the UK's future needs as Chair of the National Infrastructure Commission. Andrew looks at change management and policy implementation in complex organisations and difficult conditions.

See also David Nicholson, p11

C Lord (David) Blunkett
Visiting Professor, Sheffield University



**SOCIAL & BUSINESS COHESION** 

As Home Secretary David was in charge of national security, policing and immigration. He now lectures, advises easyJet and chairs a multi-Academy Trust. As well as revealing the true state of the parties, David considers how leaders in all areas can better engage with the public and counter the sense of grievance. He argues for business to accept their responsibility: "You're a part of the community, not just employers of people with certain skills."

B Baroness (Tanni) Grey-Thompson 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.

**B Ed Balls** New Labour Economic Architect



**BREXIT. POPULISM & IDENTITY POLITICS** 

Ed progressed from Financial Times leader writer to Economic Secretary to the Treasury and Minister for Children, Schools and Families. In the process he was a key architect of the minimum wage, the five Euro tests and BoE independence. He now chairs Norwich City and lectures at Harvard. In speeches Ed looks at how to make a Brexit deal work for British business. He also explores identity politics, how we've arrived at Trump and Corbyn, and how to turn it around.

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



THE REALIGNMENT OF BRITISH POLITICS

Danny served as advisor to Major, Hague, Cameron and Osborne. He's also held a variety of Times posts from Executive Editor to Chief Leader Writer. He still writes on politics and football, alongside duties as a working Peer. In speeches Danny explains how both Tories and Labour are seeking out new voters – now that old concepts of right and left are disappearing. It means coalitions of supporters, which will be hard to keep together amid the pressures of Brexit.

See also Nick Clegg, p14

**B Michael Portillo**Politician turned Broadcaster



THE LEADERSHIP CHALLENGE

Michael controlled public spending as Chief Treasury Secretary before being appointed Employment then Defence Minister, and bidding to become Tory party leader. He's now a seasoned programme maker and pundit. Michael sees mainstream politicians trying to adjust policy to appeal to populist movements – but struggling to balance immigration controls with the need to show the UK is 'open for business.' He also considers how leaders of all kinds can rebuild trust.

JLA AUDIENCE TWEETS

Super talk by Blunkett. Really interesting insights and heartfelt concerns - impressive man!

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 the same way: to some a dress is black and blue, to others it's white and gold.

B Baroness Susan Greenfield CBE Professor of Synaptic Pharmacology



**TECH ON THE BRAIN** 

The neuroscientist and Founder of Neuro-Bio 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. Susan considers the effect on everyday interactions like risk management and leadership. In a separate presentation she looks at what we can do as an ageing Western society to tackle dementia and degenerative mental diseases.

A Sir Lenny Henry CBE Actor & Campaigner



**EMBRACING DIVERSITY** 

Lenny has constantly reinvented himself and pushed back the boundaries ever since his TV debut in 1975. He is equally at home hosting awards shows, playing Shakespeare at the National Theatre and singing the blues. He's also a tireless Comic Relief fundraiser and a champion of BAME representation in the media. In his speech Lenny encourages organisations to "open the door wider" and truly embrace diversity to take full advantage of all the talent available.

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



THE ETHICAL BUSINESS

Anthony is among the most influential academics of the age, occupying the rare ground between public intellectual and entrepreneur. Recent books include *The Challenge of Things: Thinking through troubled times.* In speeches Anthony explores fake news, the impact of robotics and the future of democracy and the EU. He also weighs up wealth, how to get it and what to do with it: "Whether it's material, moral or intellectual, wealth is pointless unless it's applied."

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.

**B Caitlin Moran** Author & Columnist



**GENDER EQUALITY FOR ALL** 

The celebrated Times columnist is the eldest of eight siblings home-educated in a Wolverhampton council house. She wrote her first novel at 15, desperate for cash; since then she's achieved bestseller status with How To Be A Woman and How To Build A Girl. In an entertaining Q&A Caitlin explains that feminism can only work if everybody is in on it – male and female: "Giving women equality doesn't take anything away from men: it's equality, not a pie!"

JLA AUDIENCE TWEETS



Great to hear AC Grayling start session with 'Have we lost reason?' - persuasion more about attitudes than reason Great way to end conference with legendary Sir Lenny Henry. Didn't think you could connect Shakespeare with pensions!

### CONFERENCE SPEAKERS SOCIETY: DEMOCRACY, EQUALITY, DIVERSITY & DEMOGRAPHICS

Matthew Taylor
CEO, Royal Society of Arts



A 21ST CENTURY ENLIGHTENMENT?

Matthew was a leading member of the New Labour team as Head of the No.10 Policy Unit. He has since rejuvenated the RSA and headed the Government's review into zero hours contracts and the new world of work. In speeches Matthew considers how we can simultaneously achieve growth, protect employment standards and rebuild a sense of social purpose even as we enter the age of robotics. The solution has to centre on freedom and fairness as much as progress.

See also Leo Johnson, p16

**B** Gareth Thomas Welsh Rugby Legend



**BREAKING DOWN INHIBITIONS** 

Wales' most capped rugby player captained his side to Grand Slam victory and led a British & Irish Lions tour of New Zealand. He became the ninth highest try scorer in the world, then switched codes. Gareth also hit the headlines as the only openly gay man in the sport; he holds the tag with pride, but still looks towards the day when it's no longer an issue. In his speech Gareth talks about success on the field and the hurdles he had to overcome.

☐ Prof. Kevin Warwick
Deputy Vice-Chancellor, Coventry University



THE PROMISE OF BIOMEDICAL ENGINEERING

Kevin made headlines as a Professor of Cybernetics, when he implanted a microchip into his arm to link his nervous system to a computer. (He and his wife now have chips that talk to each other: her jewellery changes colour based on *his* mood!) In presentations Kevin explores the intersection between biology and technology – as in his own research using deep brain implants to predict Parkinsonian tremors. He finishes with the imitation game: is it a man or a machine?



Gareth was so open that it broke down inhibitions and set up really deep discussion. He had middle-aged engineers weeping. He's made a real difference to how we think about the world we live in."

ROLLS ROYCE ON GARETH THOMAS

**C** Joe Twyman
Head of Political and Social Research, YouGov



WHAT MIGHT HAPPEN NEXT

Joe led YouGov's online research before heading up all political and social polling. He is also on a mission to bring statistics to life. In speeches Joe reveals how data is evaluated, applied and interpreted – and the dangers of finding the 'right' result. Explaining why no pollster can be sure what's going to happen next in today's climate, he sets out the possible scenarios. On a different note he considers the implications for the first leaders to have their entire lives on record.

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



**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 filter the mass of online 'evidence'? How can we get people to change behaviour? Where should genetics stop? Can tech solve the problems it creates?

# PRESENTERS

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# PRESENTERS TO CHAIR CONFERENCES & HOST AWARDS NEWS, BUSINESS & TECHNOLOGY

B Katya Adler BBC Europe Editor



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 Radio5 Live and Daily Politics before taking over R4's flagship phone-in and writing a book about the Koh-I-Noor diamond.

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 BBC Proms concerts and writes for The Independent.

**C** Emma Barnett Sunday Morning Live



Before co-hosting the current affairs show Emma was The Telegraph's first digital editor. She has also presented Newsnight and Women's Hour.

**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.

**B** Jonathan Dimbleby Any Questions?



Alongside Radio 4's weekly debate Jonathan presents World Questions for the global service. He's also made TV series on Russia and Africa.

**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 Jeremy Bowen
BBC Middle East Editor



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

**C** Andrea Catherwood
The Media Show, Women's Hour



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

**B** Lyse Doucet OBE BBC Chief International Correspondent



Lyse covers developments across the globe, specialising in the Middle East. She is also a seasoned moderator at international gatherings.

#### **JLA AUDIENCE TWEETS**



Fabulously intelligent chairing from Anita Anand today: skilled, funny and sharp as a needle.

Thank you Katie Derham for superb presenting (and pronunciation) at the European Awards

B Huw Edwards
BBC Ten O'Clock News



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

C Krishnan Guru-Murthy Channel 4 News



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

**B Mishal Husain** Today



Mishal is the first Asian presenter on the news and current affairs flagship. She has also made a documentary on Brexit: The Immigration Question.

**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.

**G Gavin Esler** News Presenter & Author



Gavin presented Newsnight before moving to The Film Review, Dateline London and HARDtalk. 2018 brings a new book, on rebuilding trust.

D Dave Harvey Points West



The BBC's West of England business correspondent covers regional stories from developments at Hinkley Point power station to high street news.

A Laura Kuenssberg BBC Political Editor



After Newsnight and a spell as ITN's Business Editor, Laura now leads BBC political coverage on TV, radio, and frequently on Twitter.

■ Maxine Mawhinney News Presenter



In 20 years with the BBC Maxine has reported from the States, presented news bulletins and chaired debates. She also edited Reuters' Asian News.

C Helen Fospero Presenter



Since serving as Sky's first home news editor Helen has fronted Look North, reported from the US and held court in Dictionary Corner.

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.

C Daisy McAndrew
Current Affairs Presenter



After co-hosting Daily Politics with Andrew Neil, Daisy covered political and economic briefs for ITV. She has also hosted Have I Got News For You.

**B Louise Minchin** BBC Breakfast



Louise is a lead presenter on the BBC Breakfast sofa. She has also appeared as herself in Spooks and competed in the World Triathlon Championships.



#### **BUSINESS PRESENTERS**

A Kamal Ahmed
BBC Economics Editor



Kamal was a Fleet Street political and business editor before moving to TV. He now reports on the UK, European and world economy.

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.

C lan King lan King Live



In his early career The Times' former business and city editor wrote about finance for the Sun. He now presents Sky News' flagship weeknight show.

■ Juliet Mann
TRT World News



The bilingual ex-Paris correspondent has also reported from the NYSE and fronted CNN's Marketplace Europe. She also writes a popular blog.

**D** Jonty Bloom BBC Business Correspondent



Jonty leads network radio coverage of the latest economic, business and industry stories from EU negotiations to inflation reports.

C Matthew Gwyther Presenter, In Business



The ex-Editor of Management Today lectures at Henley and investigates everything from McDonalds to Brexit for Radio 4's business programme.

**B Steph McGovern**BBC Breakfast, Watchdog



Steph has hosted On The Money and reported from dozens of workplaces. She now reveals our shopping habits and covers the hot consumer stories.

Michael Skapinker
Contributing Editor, Financial Times



Michael has edited FT Special Reports and filed from 34 countries. He heads the FT's Corporate Learning Alliance, and frequently writes on risk issues.

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



Simon started out in investment and commercial banking. He now covers all the business stories, including City preparations for life after Brexit.

■ Kavita Maharaj Former Anchor, CNBC

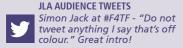


Kavita has presented for Bloomberg, ITV and CNBC. As host of Powerlunch she has interviewed business figures, policy makers and central bankers.

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



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



**B** Sarah Montague Today



As well as co-presenting the Radio 4 flagship, the former stockbroker has interviewed pioneers in science, tech and health for The Innovators.

C Clive Myrie **BBC Weekend News** 



Clive has reported from 80 countries as well as presenting news bulletins. He covers stories in Africa, including Nigeria's struggle with famine.

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.

**B** Naga Munchetty **News Presenter** 



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

**C** James Naughtie Special Correspondent, Today



The Chancellor of Stirling University and former Today host continues to file special reports, cover US and UK elections and present Book Club.

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



Maryam covers business, political and economic stories for the Middle East service. She's also fronted Newshour, Bloomberg's flagship show.

C James O'Brien LBC, Newsnight



The Radio Broadcaster of the Year attracts a million listeners to his current affairs phone-in, sparking vigorous debate on social media.

**B** Dermot Murnaghan Murnaghan, Sky News



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

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



The media owner and commentator grills leaders and weather makers as Brexit roams the corridors of power in Brussels and Westminster.

**B** Cathy Newman Channel 4 News



Originally a Financial Times reporter, Cathy co-hosts the main bulletin and presents Despatches specials. She also contributes to C4's FactCheck blog.

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.



LAURA KUENSSBERG

A Jeremy Paxman Contributing Editor, FT Weekend



The former Newsnight host quizzes University Challenge contestants and films his favourite rivers. He has also cast his eye over Donald J Trump.

A Nick Robinson Today



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

D Babita Sharma **BBC News Channel** 



Babita has progressed from regional shows and business reports to rolling news, Supermarket Secrets and The World's Most Dangerous Border.

**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.

A Robert Peston **ITV Politics Editor** 



After guiding BBC viewers through the economic crash, Robert is setting the news agenda on his Sunday show at the independent network.

**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.

**B** Kirsty Wark Newsnight



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

**B** John Pienaar **BBC Deputy Political Editor** 



Once parliamentary sketchwriter for The Independent, John guided 5 Live listeners through the political jungle before taking on the senior TV role.

C Ritula Shah The World Tonight



Originally a producer on R4's Today, Ritula moved behind the mic at BBC World Service before presenting the evening news round-up.

**B** Sarah Smith Editor, BBC Scotland



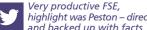
Sarah reported from Washington and presented C4 business updates before switching to Sunday Politics and the senior role at BBC Scotland.

**B** Justin Webb Today



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

**JLA AUDIENCE TWEETS** 



| Just got to share a stage with highlight was Peston – direct | Justin Webb. Fanboy moment and backed up with facts | meeting an absolute gent.

Enjoying the wit of Kirsty Wark over copious amounts of wine. Not our night but a fabulous one nonetheless!

#### **TECH AND SPECIALIST**

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.

C Spencer Kelly Presenter, Click



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

**B Michael Mosley** Presenter & Producer



The inventor of the 5:2 Fast Diet now reveals *The Secrets Of Your Food*, as well as offering health and wellbeing tips on Trust Me, I'm A Doctor.

C Sue Saville
News Correspondent



After news reporting in Hong Kong Sue made her name as ITV's medical correspondent. She also specialises in energy, engineering and airports.

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.

■ Angela Lamont
Technology & Science Presenter



The engineering specialist fronts the STEM project encouraging interest in science, maths and IT. She also plans to send a UK robot to the moon.

**D LJ Rich** Technology Presenter & Musician



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

D David Shukman
BBC Science Editor



In the line of duty David has ridden along the Hadron Collider, reported from a collapsing glacier and quizzed experts at the World Science Forum.

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



As each industry sector succumbs to disruption, the Radio 4 presenter and founder of Sustainable Finance chairs debate on future-proofed solutions.

**C** Peter Marsh Founder, madeherenow



The former FT Manufacturing Editor now focuses on increasing its appeal to young talent - showing how small innovators become world leaders.

■ Kate Russell Founder, Shaping Tomorrow



Alongside the BBC show Kate writes a Tech Traveller column for National Geographic. She's been voted one of the most influential women in IT.

**B** Chris Skinner Founder, Shaping Tomorrow



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

#### **JLA AUDIENCE TWEETS**



Great filling by Guy Browning waiting for Sajid Javid to arrive at #WLEP - one for conference organisers everywhere! Leo Johnson talks future-proofing for tomorrow's 100+ ylo guests @HiltonBankside

#### **NEWS, BUSINESS & TECHNOLOGY**

#### **INTERNATIONAL NEWS, BUSINESS & ENTERTAINMENT PRESENTERS**

#### ■ Kristiane Backer Entertainment Presenter



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

A Marion Jollès Grosjean (France)
TFI



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

**☐** 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.

**B** Jon Sopel (US)
BBC North America Editor



Before his Washington appointment following the twists and turns of the Trump presidency, Jon served in Paris and hosted The Politics Show.

#### B 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 presents Made In Germany and DW News for the international network. She also hosted the event to mark the Philae comet landing.

**Q** 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. She reports on business and economic stories throughout the EU.

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



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

**B Darren Jordon (Qatar)** Inside Story, Al Jazeera



The former army parachutist fronted BBC News bulletins before taking on long form interviews at the Middle East-based service.

■ 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.

JLA AUDIENCE TWEETS

Monika Jones of @DeutscheWelle introducing "Banking: Views from the C-Suite" for our first panel #IIFmadrid

JAMES NESBITT

#### **PRESENTERS ENTERTAINMENT, SPORT & LIFESTYLE**

**B** Matt Allwright Watchdog, The Code



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

A Clare Balding OBE The Clare Balding Show



Clare's portfolio stretches from chat shows to Wimbledon and Ascot, via the Olympics. She's also penned her first children's book.

**B** Beardyman Beatboxer & TED speaker



The celebrated beatboxer works his vocal gymnastics into awards scripts. He might also transform the entire audience into an orchestra.

A Rory Bremner Impressionist



Rory has parodied the Great & Good for decades, with a cast of characters that now ranges from Donald Trump to Jeremy Corbyn, via Boris Johnson.

A Alexander Armstrong **Pointless** 



After touring with a swing orchestra, asking the questions on Pointless and Don't Ask Me, Ask Britain, Xander has now agreed to work with animals.

C Georgie Barrat The Gadget Show



Away from reviewing the latest apps and devices Georgie considers their impact on business and society, and the expectations of Generation Z.

B Jo Brand Writer & Performer



As well as doing the rounds on panel shows, the one-time psychiatric nurse writes and stars in C4's Damned and The More You Ignore Me.

**B** Marcus Brigstocke Barnum, The Greens



Alongside his Radio 4 panel shows, the ex-podium dancer re-imagines The Good Life for the 21st century, and treads the boards in Barnum

A Matt Baker The One Show, Countryfile



Matt hosts the daily magazine show and samples the wares of rural food producers. He also commentates on gymnastics competitions.

**B** Martin Bayfield Aviva Premiership



The 6'10" former protection officer. England forward and bit-part player in Harry Potter has left the BBC crime studio to focus on pitchside duties.

**B** Gyles Brandreth The One Show



The novelist, panellist and sometime Tory MP films reports for the evening magazine - and tours the land with a one man show: Word Power.

**B** 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**



There are no shortcuts to any place worth going' - Matt Allwright mesmerising at #niceicelecsalive!

| Martin Bayfield made a long slog at tonight's awards VERY entertaining - job well done

A A Rob Brydon
The Trip, Would I Lie To You?



Rob's recent credits include a French farce, a Hollywood blockbuster with Charlize Theron, numerous cruise ads and a UK tour: I Am Standing Up.

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



Alongside the quiz Jimmy continues his Best Of, Ultimate, Gold, Greatest Hits Tour. He's also revived Your Face Or Mine?, with Katherine Ryan.

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



James' CBS chat show is the home of the hugely popular Carpool Karaoke. He also has a growing list of voicing credits – including Peter Rabbit.

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 ITV puppet show Newzoids.

**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.

C Jo Caulfield
Have I Got News For You



Jo follows up her Radio 4 series with appearances on Breaking The News and HIGNFY. She's also toured with The Customer is Always Wrong.

**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.

**B Ed Byrne** Mock The Week



Away from the MTW studio Ed and fellow traveller Dara O Briain set off on another Big Aventure.

**C** Richard Coles Saturday Live



Richard's ever-growing list of credits stretches from the Radio 4 magazine to a painting contest, Strictly and (in an earlier life) Top Of The Pops.

B Hal Cruttenden
Comedian & Actor



Hal's credits stretch from HIGNFY to The Debatables, The One Show and his own sitcom for Radio 4. He's now developing a new TV game show.

A Greg Davies
Man Down, Taskmaster



The former teacher (known to many as Mr Gilbert) splits his time between sitcom and game shows, and touring in You Magnificent Beast.







C JJ Chalmers
Sports Presenter



JJ suffered severe injuries serving as a Royal Marine in Helmand. He's since won gold at the Invictus Games and presented from the Rio Paralympics.

■ Mark Clemmit
Final Score & MOTD Live



Clem and a mate won a Sony award for their homemade football fanzine. Since then he has reported on every level of the game for the BBC.

G John Inverdale
Radio 5 Live and BBC TV



The rugby, tennis and golf specialist brings a dry wit to a variety of sports. As well as every 6 Nations, John has covered eight Olympic Games.

C Jason Mohammad Final Score



The Welsh presenter has hosted big Cardiff occasions as well as football, golf and snooker coverage. He's also served time on Crimewatch.

C Ed Chamberlin ITV Racing



Ed fronted Premier League shows for Sky – and acted as mediator between Redknapp and Carragher. The former bookie is now back on home turf.

Mark Foster
Swimming & Fitsteps Founder



Mark won 47 international freestyle and butterfly records before turning to TV. He is now a polished presenter and the force behind Fitsteps.

C Hazel Irvine BBC TV Sport



Once the youngest ever face of BBC's Grandstand, Hazel has clocked up 30 years in broadcast sport. She remains in charge at the Sheffield Crucible.

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.

**Mark Chapman** Match of the Day 2



After a decade on Radio 1 Chappers covers golf, cricket and football. He's also penned *The Love Of The Game: Parenthood, Sport and Me.* 

**B** Jake Humphrey BT Sport



Jake's profile soared as host of BBC's motor racing coverage. Alongside his production interests, he continues to front football for BT.

A Gabby Logan
The Premier League Show



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, MOTD



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

**JLA AUDIENCE TWEETS** 



Good wee day at work today: company presentation with host Hazel Irvine with brilliant performance by Max Whitlock

#### PRESENTERS ENTERTAINMENT, SPORT & LIFESTYLE

#### **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 film. He now plays detective.

**B** Ade Edmondson Actor, Comedian & Presenter



Ade is constantly reinventing himself. His career spans The Young Ones and Bottom, Holby City, War and Peace, travelogue and Celebrity Masterchef.

A Joanna Lumley OBE
Actor, Presenter & Campaigner



Since fighting for Gurkhas' rights and searching for Noah's Ark, Joanna has revived Patsy and explored the magic of Japan and India for ITV.

A Jennifer Saunders
Writer & Actor



The multiple BAFTA award-winner has created and starred in landmark comedy from Comic Strip spoofs to French & Saunders and Ab Fab.

A Hugh Bonneville W1A



Hugh appeared in numerous film, TV and stage roles before starring in hits like Downton Abbey, Twenty Twelve, W1A and Paddington.

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 Stephen Mangan Episodes, Bliss



Stephen has credits from Green Wing to Postman Pat – via Have I Got News and Drunk History. The Episodes star now plays a travel writer in Bliss.

Meera Syal CBE
Co-creator, Goodness Gracious Me



As well as the comedy shows Meera's credits range from a West End run in Romeo & Juliet to Broadchurch. She's also the author of *Anita And Me*.

**B Angus Deayton** Actor & Presenter



Since Have I Got News, Angus' credits have ranged from Hell's Kitchen and Nighty Night to Waterloo Road and Bake Off Creme De La Crème.

**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 James Nesbitt OBE Cold Feet, Lucky Man



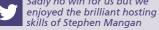
Jimmy's credits extend from hospital drama to travelogue, via The Hobbit. After playing detective in Lucky Man he stars in fifty-something Cold Feet.

A Bradley Walsh
Tonight At The London Palladium



Bradley's career has progressed from Brentford reserve to comic to captain on Play To The Whistle and host of The Chase – via Law & Order.

JLA AUDIENCE TWEETS
Sadly no win for us but we



Great night at #dmaawards.

Brilliant music, fantastic presenting
by James Nesbitt

**B Hugh Dennis** Mock The Week



The ex-Unilever brand manager and Outnumbered dad revisits the news on MTW and R4's Now Show. He also stars in Fleabag and Not Going Out.

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.

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.

**B Monica Galetti**MasterChef: The Professionals



After working under Michel Roux Jnr at Le Gavroche, Monica revealed her own skill in the TV kitchen. She's also scoured the world's Amazing Hotels.

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.

☐ Tom Dyckhoff
The Great Interior Design Challenge



The former Times design critic hosts the show that tests amateurs' skills. He's also investigated the impact of architecture on our brain and body.

**B Mariella Frostrup** The Big Painting Challenge



Mariella has moved from film review to Panorama, Drive and a radio series on parenting. She's also searched out the nation's finest amateur painters.

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.

**C** Joel Dommett Impractical Jokers



The energetic stand-up and japester ran a close second in I'm A Celebrity. He has also hosted MTV and fronted C4's Made In Chelsea spin-off.

**B Rick Edwards** !mpossible, Science(ish)



The former model chaired political discussion and hosted a social media game before taking on the BBC quiz and the popular science podcast.

A A+ Stephen Fry Polymath



The actor, novelist, autobiographer, presenter, poet and digital evangelist has also narrated the entire canon of Harry Potter and Sherlock Holmes.

**A 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.

JLA AUDIENCE TWEETS



Hammond and May were the surprise guests at the 100th anniversary dinner tonight. Very entertaining!

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** 



Chris played for Charlton and QPR before switching to TV. He has since won Strictly and championed public interests on Watchdog.

**B** Kate Humble **Animal Park** 



Kate has lived with nomads in Nepal, studied vegetables at Kew, recorded animals giving birth and launched a beauty range of her own.

**B** Alex Jones The One Show



After a string of S4C Welsh-language shows, Alex made her name on BBC's early evening magazine. She has also learned to Shop Well For Less.

**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 The Horne Section, Taskmaster



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

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 amenable to private audiences.

**B** Gethin Jones Heart FM, It Takes Two



The dance show co-host and Speedo ambassador has fronted Blue Peter, music, crime and guiz formats, and reported for breakfast TV.

A Adam Hills The Last Leg



The upbeat Australian has hosted hit TV in both hemispheres. After his live tour Adam's back at the helm of C4's Bafta-nominated talk show.

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



After Celebrity Juice, Hounded and Don Quixote, Rufus stars in Zapped and Beautiful Devils. He also returns to the West End, as Mr Toad.

A Nadiya Hussain Cookery & Travel Presenter



Since claiming the GBBO title Nadiya has presented her Chronicles, penned cook books and novels, and enjoyed a British food adventure.

**B** Milton Jones Comedian & Writer



With 13 Radio 4 series already in the bag and a TV sitcom in development, the master of surreal puns tours with Milton Jones Is (Nearly) Out There.



A Steve Jones Channel4 F1



The former T4 and X Factor USA host (and international model) fronts live grand prix alongside David Coulthard and the legendary Murray Walker.

A Vernon Kay Sky Sports



The ex-model has hosted peak time shows from All Star Family Fortunes to Splash. He now covers everything from rugby to Sky's GolfSixies.

A Myleene Klass Musician & Fashion Entrepreneur



Myleene has enjoyed classical success, hosted Miss World, launched fashion ranges and starred on Loose Women. She presents and performs on piano.

**B Alistair McGowan** Actor & Impressionist



Dividing his energy between theatre and comedy, Alistair's current crop of sporting voices spans Roger Federer, Roy Hodgson and Usain Bolt.

**B Miles Jupp** The News Quiz



Alongside the R4 panel game Miles' latest credits range from Quacks and Bad Move to The Crown, by way of both Howard's and Journey's End.

**B Shappi Khorsandi** Comedian



Outside the celebrity jungle the Iranian comedian and writer has appeared on everything from MTW to Woman's Hour.

**B Fred MacAulay** Scottish Comedian



Fred gave up accountancy to become a pillar of the comedy establishment and panel shows. His latest tour said it all: The World Is In An Awful Mess.

A A Paddy McGuinness Take Me Out



The former fitness instructor got his break on Peter Kay's Phoenix Nights, before turning matchmaker and star of the Keith and Paddy Picture Show.

A Russell Kane Kaneing



The Foster's Award-winner, Radio 2 seaside host and BBC three favourite tours the UK, America and Australia with Right Man, Wrong Age.

**B Patrick Kielty**Comedian & Presenter



The Ulster comic boasts credits from Fame Academy to The One Show, via Debatable. He also delves into celebs' online lives in Delete, Delete, Delete.

**D** Jimmy McGhie Comedian



Jimmy took the Real Variety Show by storm. He now warms up for Graham Norton and tours as far afield as New Zealand and Eastern Europe.

A A Michael McIntyre Michael McIntyre's Big Show



Since the original Roadshow Michael has served as a BGT judge and hosted a talk show. He now takes charge of Saturday night fun and games.

#### **JLA AUDIENCE TWEETS**



| Superb entertainment from | Fred MacAulay – sore cheeks | from laughing







At jla.co.uk you'll find the latest signings and over 100 more presenters to chair conferences and host awards – from specialists to 'evergreen' names.

#### **PRESENTERS ENTERTAINMENT, SPORT & LIFESTYLE**

A A Gareth Malone OBE Pitch Battle



After success with Military Wives and Sing While You Work, Gareth formed an all-star charity choir and took the format to the US.

A Stephen Mulhern Saturday Night Takeaway



When he isn't working on his magic Stephen has a slate of entertainment shows on ITV - from Catchprase 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 another Big Adventure.

A Richard Osman Pointless, Insert Name Here



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.

A Jason Manford **Bigheads** 



Jason's credits stretch from musicals to Sunday Night At The Palladium via ITV talk and game shows. He has also filled theatres with Work In Progress.

A Al Murray The Pub Landlord



Al has presented Radio 2 and 5 Live, and given his Bottom to Judi Dench's Titania in Shakespeare Live. He's also toured in Let's Go Backwards Together.

A A Dermot O'Leary X Factor, Radio 2



Since returning to the fagship talent show Dermot has co-hosted the Brits and duetted with Tom Jones. He also presented ITV's Nightly Show.

**B** Lorraine Pascale **Television Cook** 



The ex-cover girl and bakery owner attracts TV audiences in 70 countries across the world with her trademark 'made easy' approach to cooking.

D Ian Moore Comedian & Author



Ian splits his time between blogging (Full English Brexit), making chutney and guesting on 5Live's Fighting Talk and My5's Comedy Bigmouths.

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 has also published his first novel.

**B** Ore Oduba **BBC Sport** 

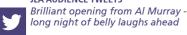


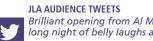
Ore has graduated from Newsround to Breakfast and the Commonwealth Games. He also danced to victory on Strictly, with an average score of 35.

A Sue Perkins The Generation Game



Since leaving the Bake Off tent Sue has gone Up The Ganges and hosted Insert Name Here. She also presides over the Game of Thrones aftershow.





#### **RADIO STARS**

C Nihal Arthanayake BBC 5 Live



After winning a Sony for Asian Beats Nihal hosted specialist and primetime Radio 1 slots. He also joined the team covering the Rio Olympics for 5 Live.

C Jon Holmes talkRadio



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 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 Virgin Radio



Matt teamed up with Caroline Flack on the X Factor spin-off and the ITV video clip show Viral Tap. He's also a polished stand-up, touring in Slash.

**B Edith Bowman** Virgin Radio



Edith has presented for MTV and the whole BBC music network. She's now a popular podcaster, and commercial radio's only female breakfast host.

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 Colin Murray** Presenter



The darts aficionado, ex-Radio 1 DJ and MOTD2 host held court on the sports radio station, and takes to the road with Fighting Talk.

**B Matt Edmondson** Radio 1



As well as bringing comic timing and energy to the music station Matt has co-hosted The Xtra Factor Live and interviewed many a film star.

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 presents Late Night Woman's Hour.

**B** Christian O'Connell Absolute Radio



Christian's mix of irreverent comedy, music and calls with famous listeners has brought him three Sony Awards and a bestselling book: *Radio Boy*.

JLA AUDIENCE TWEETS

Well done Edith Bowman infectious passion, perfect
presenter

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

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



The feel-good comedian and actor is a regular on The Now Show, QI and Insert Name Here. She also racked up a record Celebrity Mastermind score.

C Jay Rayner Writer, Presenter & Food Critic



The One Show favourite, Masterchef aficionado and Kitchen Cabinet host shares pearls of wisdom on tour in The Ten Food Commandments.

G Adam Rutherford **Inside Science** 



Adam has explored synthetic biology and the rise of robots for R4, toured with Brian Cox and published A Brief History of Everyone Who Ever Lived.

**B** Debra Stephenson **Dead Ringers** 



Culshaw's co-star boasts a repertoire from Angelina Jolie to Hilary Devey. After a One Hundred Voice tour she returns in a new series of Newzoids.

A Romesh Ranganathan Asian Provocateur



The ex-maths teacher and self-styled vegan sociopath spends time with his extended family and speaks his mind on Play To The Whistle.

**B** Gaby Roslin **BBC Radio London** 



Gaby's credits stretch from breakfast shows to the West End production of Chicago via Lorraine, lottery, health and travel programmes.

A Katherine Ryan How'd You Get So Rich?



After hanging out with the super rich Katherine followed Jimmy Carr with a Netflix special. Together they host the revived Your Face Or Mine.

A A Louis Theroux Documentary-maker & Writer



Starting with Weird Weekends, Louis has built a reputation for compelling and revealing interviews. 2018 brings three more documentaries.

**B** Anita Rani Countryfile



Anita's credits run from Four Rooms to Escape To The Continent via films on China, India and New York. She's also hosted the Strictly Live tour.

A A Jonathan Ross OBE The Jonathan Ross Show



30 years after hosting The Last Resort Jonathan still makes headlines on TV. He's also second guessed the public in Don't Ask Me. Ask Britain.

C Paul Sinha The Chase



The GP-turned-comic and ITV 'chaser' is 14th in the world quizzer rankings. He's also appeared at the Palladium and scooped a Rose d'Or for Radio 4.

A Sandi Toksvig QI, Great British Bake Off



Alongside OI and the Fifteen To One quiz, Sandi joins Noel Fielding in the C4 Bake Off tent. She's also writing a musical about Dusty Springfield.

**JLA AUDIENCE TWEETS** 



Thrilled to have Katherine Ryan presenting the #AOPAwards tonight!

# EVENT AWARDS ISBACKIN 2018!



Go to **www.eventawards.com** to register your interest and be the first to find out about how to enter.

C Bill Turnbull
Think Tank, Classic FM



Since giving up his breakfast duties Bill has moved to the One Show sofa, taken on a new TV quiz and shared his taste in popular classical music.

A Tim Vine
Actor & Comedian



Tim is holder of the world record for the most jokes told in one hour: 499. After Not Going Out he brings a new style of chat show to Radio 4.

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. He's also a prolific children's author.

A Claudia Winkleman Strictly Come Dancing



After doing her inimitable schtick on talent shows, movie reviews and the sewing challenge, Claude cheers on all the couples in the BBC ballroom.

C Chris Turner Comedian



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

**B Danny Wallace** Author & Presenter



The Join Me founder, Mighty Boosh producer and author of Yes Man has now turned his attention to rudeness in Hamish And The Gravity Burp.

A A Jack Whitehall Actor & Comedian



After Fresh Meat Jack has moved on to new projects: Bounty Hunters and Travels With My Father. He also lands in London with his At Large tour.

**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 explored extremes in Russia and Australia.

**B** Jeremy Vine Radio 2, Crimewatch



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

**C Gregg Wallace** Masterchef



Alongside amateur, professional and celebrity cookery contests, Gregg the entertainer takes to the road with a theatre tour.

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



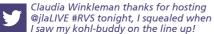
The ex-sports reporter boasts his own online sitcom, topical chat for C4 and regular appearances on panel games. He also enjoys a bit of Fighting Talk.



Reggie injected personality and humour into everything we asked of him — and he was super patient. He did a wonderful job."

EDCOMS ON REGGIE YATES

#### JLA AUDIENCE TWEETS



David Walliams!!!!!!!
BRILLIANT!!!! @travelweekly

#### PRESENTERS ENTERTAINMENT, SPORT & LIFESTYLE

#### **VOICE OVER ARTISTS**

**D 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.

D James Cannon BBC Radio Oxford



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

**D** Alan Dedicoat
The Voice Of The Balls



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

**□ 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, Hitchhikers Guide and Dr Who.

**D** 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.

▶ Paul CoyteOn-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.

D 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 Radio Essex.

D 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.'

■ 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.

D 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.

JLA AUDIENCE TWEETS

Getting the Great Big Thank You awards under way is 'Voice of the Balls' Alan Dedicoat. Lovely fella.

# AFTER DINNER SPEAKERS

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# **AFTER DINNER SPEAKERS GENERAL INTEREST**

# **B** Kate Adie OBE



People used to joke that if you found yourself in the same place as Adie, you should get out immediately: Kate was among the first reporters to be embedded with the army. The author of Corsets to Camouflage paints a picture of the wartime home front, when women started flocking to football matches.

# **B** Danny Baker



Danny was one of the inventors of youth TV, before hosting shows like Win, Lose or Draw and finding a natural home in radio. He' since written his memoir and turned it into the sitcom Cradle To Grave. After dinner Danny fizzes with stories about Daz, meeting his heroes and the greatness of Pets Win Prizes.

# **B** Gyles Brandreth



The diarist, novelist, panellist and ex-MP for Chester reports for The One Show, tours in Word Power and reveals his competitive streak in Just A Minute. After dinner he might talk about the part he played in the biggest cheque in history, the 7 secrets of happiness or 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, inflight communication and other joys of 21st century travel. Audiences are also invited to practise safety procedure, but not quite as we know it.

# C Rev Richard Coles



The genial co-host of Saturday Live and the painting contest is the only vicar to have had a No.1 hit. After dinner Richard confesses to excess as a Communard (like losing a speed boat in Ibiza), and reveals how he got through the interview with the church. He also explains why he's writing a book about graves.

# **C** Alexis Conran



Alexis has graduated from hoodwinking victims on Man V Expert to playing Dr Petrides in The Durrells. He also plays with gadgets on Dave's Joys Of Tech. After dinner Alexis shows off his trickery and points out how we can all be fooled by assumption: a good conman needs no more than a high-vis jacket.

# D Alan Dedicoat



The 'Voice of the Balls' and Radio 2's chief network announcer still 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** Lyse Doucet OBE



The BBC's Chief International Correspondent reports from the world's hotspots – but it hasn't dented her sense of humour or her defiantly optimistic outlook. Lyse talks openly about political (and personal) risks, shares Afghan and Syrian jokes, and reveals how an Iraqi sheikh offered goats for her hand in marriage.

# **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.

## **JLA AUDIENCE TWEETS**



Unbelievable speech from Gyles | Reverend Richard Brandreth. No one was safe. Very happy crowd.

Coles. Best bit of the night.

Thank you Huw Edwards for a highly entertaining evening at the Highways Award #HMEA

# 66

By common consent Huw was the best after dinner speaker we've had. The way he mixed knowledge and passion for our industry with serious and humorous messages was nothing short of masterful."

CONFEDERATION OF PASSENGER TRANSPORT ON HUW EDWARDS

# C Nick Ferrari



Originally a tree-climbing Sun reporter, then editor of Sky News, Nick is now best known for hosting the breakfast show on LBC. After making headlines with Call Clegg, he repeated the trick when Diane Abbott proved a little shaky on police numbers. Nick admits that he was tempted to stand as London Mayor.

# C Julian Fisher



The former MI6 officer blew his cover as the expert in Channel 4's Spies series. He used to operate under commercial cover, assuming one of 11 aliases. With wry wit Julian describes the life of a shapeshifter – including one assignment when he was 'married' to a pregnant colleague, even when they were alone.

# 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.

# C 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?

# 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.

# **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.



JLA AUDIENCE TWEETS

Learning how to be a spy courtesy of Julian Fisher - fascinating stuff!

Penny Mallory was absolutely goosebumpingly incredible today

FEE BANDS A A+ £50,000+ A A £25,000 - £50,000 A £10,000 - £25,000 B £5,000 - £10,000 C £2,500 - £5,000 D UP TO £2,500

# TRAVELLERS' TALES

# 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!"

# 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 tells the story behind the headlines when he was lost in Papua New Guinea.

# **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 fast asleep in a blackberry bush.

# **C** Simon Calder



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

# **D** 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** 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 73-year old lists the qualities he looks for in his teams - like "resisting any temptation to whinge."

# C Tim FitzHigham



In the long roll call of British eccentrics, Tim's record speaks for itself. He is the first man to row across the Channel in a bath, and the farthest 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?

# **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 ambition left: to swim the Atlantic. Meanwhile he's climbing Everest with Victoria Pendleton.

# 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.

# **GENERAL INTEREST**

# AFTER DINNER ACTORS

# A Alexander Armstrong



Originally one half of Armstrong & Miller, Xander is now best known for the cult daytime guiz Pointless. He's also hosted Have I Got News, promoted Pimm's, voiced Dangermouse, explored the untold history of Venice, sung Sinatra classics, played a pet-hating vet and David Cameron - in The Trial Of Tony Blair.

# **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 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 - and presented luscious series on Japan and India. After dinner Joanna admits to several retakes in a kissing scene with Mr DiCaprio.

# **B** Robert Bathhurst



After making his TV debut in Joking Apart, Robert's big break came playing the management consultant in Cold Feet. 20 years later the friends are reunited. In the meantime Robert's been Prime Minister, Mark Thatcher, a Downton widower and Alex, undisputed star of the City pages.

# **A Hugh Dennis**



The ex-Unilever brand manager and Outnumbered dad rewrites the news headlines on Mock The Week and series 49 of The Now Show. He also stars in the hit sitcom, Fleabag, and Not Going Out. Over dinner Hugh mixes topical gags with a celebration of what it is to be British, including our ridiculous etiquette.

A Stephen Mangan



Stephen has starred in everything from Green Wing to Drunk History 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 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 Miles Jupp



Away from his News Quiz role, Miles' latest projects range from Quacks and Bad Move to The Crown, by way of Howard's End and Journey's End. It's all a far cry from the shores of Balamory. After dinner Miles looks at the world, in particular the English regions, with utter incomprehension.

# C Miriam Margolyes OBE



To some Miriam is Professor Pomona Sprout; others think of her as Lady Whiteadder. In all she has over 100 film, television and theatre credits. After dinner Miriam draws from her solo show, Dickens' Women, in which she plays 23 characters from the author's life - male and female.

**JLA AUDIENCE TWEETS** Miles Jupp offers "long term strategic vision for the industry" very funny.

# AN AUDIENCE WITH... COLIN FIRTH

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. Ask your JLA agent for details.



JLA AUDIENCE TWEETS
So Firth threw himself at
acting as an excuse for being
bad at chemistry!

# 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. In his speech, as in *Do No Harm* and *Admissions*, he explains why patients should never see surgeons as demigods. Like everyone else, they are fallible.

# 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.

# Cathy Newman



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

# **A Sue Perkins**



With or without her longstanding accomplice Mel, Sue has glided from writing French & Saunders skits to The Generation Game, getting the nation baking and making friends with villagers along the Ganges and Mekong rivers. After dinner she conjures up a melange of historical, comical and culinary tales.



C James O'Brien

The BPG Radio Broadcaster of the Year started out in retail (selling John Major a white suit and giving the story to The Express). He now attracts a million listeners to his daily LBC show. James shares the joys of gossip columns, phone-ins and Newsnight – and considers what the future holds for hacks.

# A Grayson Perry



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

# **C** Eve Pollard OBE



Eve enjoyed a ringside seat as a 'First Lady' of Fleet Street – mixing with heroes, villains, Presidents and Prime Ministers. According to Murdoch, she was the first woman ever to ask him for a rise. Eve recalls an interview with Mrs Thatcher that continued for half an hour without her getting in a single question.

# C Paul Sinha



The former doctor and ITV 'chaser' came 14th in the World Quizzing Championships. He is also a polished stand-up and Edinburgh regular, and star of Radio 4's Paul Sinha's History Revision. Paul is happy with minor celebrity: "Not big enough to dance on ice, but you do get your tweets read out by Phillip Schofield."





# **COMEDY FOLK**

# **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 posing politicians, science and football.

# **B** John Lloyd CBE



John is known as the 'godfather' of British comedy. He's the man behind Spitting Image, QI, Blackadder and Hitchhiker's Guide – winning more BAFTAs than anyone except Judi Dench. After dinner John draws on his hilarious *Meaning Of Liff*, and explains why complaints to the BBC can be very helpful.

# A 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.

# **FOODIES**

# A Paul Hollywood



Originally trained in sculpture, Paul turned to bread making and pastry in grand hotels before displaying a talent for TV and bringing soggy bottoms into the British lexicon. With a mix of stories and demo, Paul wistfully recalls 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." Alex now hosts The Big Feastival on his Oxfordshire farm. He's also won prizes for Little Wallop, a goats' cheese washed in cider brandy. Guests are invited to taste it after dinner, listening to Alex wax lyrical.

# 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 draws on his new one man show, The Ten Food Commandments. He also examines our obsession with restaurant reviews.

# **AFTER DINNER MEDICINE**

# C Dr Phil Hammond



The Private Eye columnist, Have I Got News For You panellist and ex-GP tours the country drumming up support for Dr Phil's Health Revolution. After dinner he addresses pressing medical issues, like 'What's the most effective sexual position if you're trying to lose weight?' – and 'How to survive the NHS.'

# **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 we humans can achieve immortality.

# **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).

# **GENERAL INTEREST**

# 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 breakfast TV Bill now presents Think Tank, makes travel films and stands in on The One Show. Over dinner the Strictly tango specialist and committed beekeeper recalls his most colourful encounters on the BBC sofa - like when he dared to ask Gordon Ramsay if he still cooked.

# C Joe Twyman



The YouGov polster reveals the truth about public opinion, with surprising conclusions. As well as our reaction to the latest goings-on in Westminster, Joe demonstrates the intriguing correlation between a voter's fantasies and their party affiliation. He also explains why Big Data is like teenage sex.

# **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** Gregg Wallace



Gregg grew up in Peckham on a diet of Vesta Meals and Nescafe. He progressed to selling vegetables at Covent Garden, talking veg on Radio 4 and eating it (several ways) on Masterchef. Gregg spills the beans on the celeb who expected somebody else to do the cooking, and those who just can't stand the heat.

# **B** Justin Webb



Justin was BBC North America Editor before joining the Today programme. In a wonderfully wry speech he explores the wit and wisdom of Donald J Trump: "He's changed the country by talking about subjects that were previously unmentionable - like referring to his penis size during a TV debate."

# C Quentin Willson



The one-time Top Gear presenter, TV format mogul and vineyard owner is also the driving force behind the FairFuelUK campaign, which has helped prevent £100bn in duty rises. After dinner he weighs up the future of autonomous cars and offers a shamelessly irreverent take on modern life.



# AFTER DINNER SPEAKERS **CORRIDORS OF POWER**

# A Ed Balls



The ex-Cabinet Minister now likes to be introduced as 'a Bafta-nominated retired dancer.' Winning the glitter ball on tour at Leeds Arena ranks as one his proudest moments - along with his contribution to Twitter folklore. It's better than being mistaken for Nick Griffin by a police protection officer.



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." After dinner William reveals why he pushed the PM on the existence of Father Christmas.

# C Sir Christopher Meyer



Christopher served as British Ambassador to the US. He explains that a 1604 job description ("An honest man sent abroad to lie for his country") still applies today. After dinner Christopher reveals his ten rules of diplomacy, which might well come in handy with Messrs Trump and Barnier.

# C Philip Collins



Philip was once a top ranked equity strategist and a teacher - before becoming Blair's chief speechwriter. They left No.10 the same day. He has since published The Art Of Speeches, and written extensively on the subject of getting rid of Corbyn. Philip believes the time has come to launch a new party.

# D Ayesha Hazarika



Ayesha was a successful stand-up before becoming Chief of Staff to Harriet Harman. She didn't give up comedy altogether; standing in during rehearsals for TV debates was the perfect opportunity to hone her impression of Nicola Sturgeon. Ayesha demonstrates the best and worst ways to get the message across.

B Andrew Neil



The presenter and media owner has turned the 189 year old Spectator into a successful digital business. Living up to the old saying about Scotsmen and rays of sunshine, Andrew explains we aren't alone in our unease about the future: "Who knows, we might be no worse off than Europe and America!"

# C Lord (Danny) Finkelstein OBE



Danny advised Major and Hague before lending a hand to Cameron and helping Mrs May prepare for PMOs. Alongside his duties as a working peer Danny writes on politics (and football) for The Times. After dinner the Govnet Wit Of The Year reveals the many battle lines within the party camps.

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.

A A PJ O'Rourke (US)



O'Rourke has more entries in the Penguin Dictionary of Humorous Quotations than any other writer alive today. With his usual acuity, he sums up the state of affairs in his own country: "America is experiencing a change in the nature of leadership. We're getting rid of our leaders. And we're starting at the top."

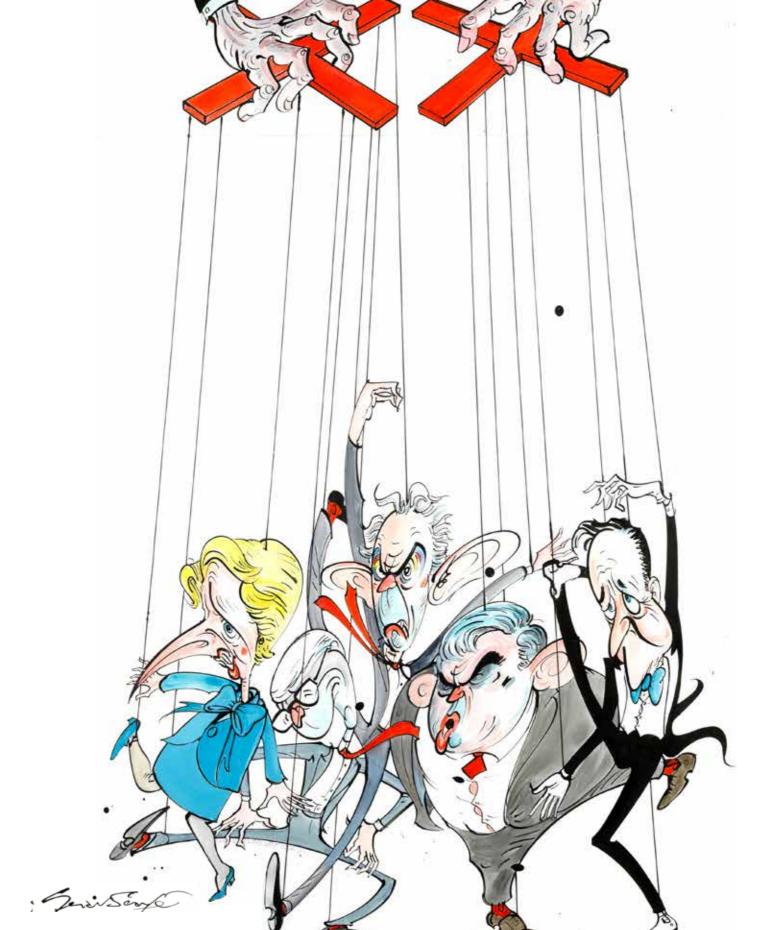
## **JLA AUDIENCE TWEETS**



Just had a chat with Ed Balls. Struck by what a thoroughly nice bloke he is.

for Hague on Trump #whathouseawards

Huge round of applause | Impassioned and wonderful speech on Brexit by Andrew Marr... It's time for people to stop slagging each other off.



#### **B** Matthew Parris



The former Tory MP and parliamentary sketchwriter has also led a Sahara expedition and smoked skunk as part of a Channel 4 experiment. Matthew thinks the current doom-mongering is overstated, though he has taken the opportunity to revise his bestseller *Scorn* with a new section on Brexit-related insults.

# **B** John Pienaar



A veteran of the Westminster beat, the BBC Deputy Political Editor refutes the popular idea that they're all self-serving crooks. He prefers the old comparison to monkeys: "The higher they climb, the more likely you are to see their revolting bits." John wonders if we should select MPs by means of reality TV.

# **B** Michael Portillo



The 'Portillo Moment,' when Michael famously lost his Enfield seat, was ranked by Guardian readers as their third favourite moment of the 20th century. He now divides his time between punditry and railways. Michael revels in his second career and his colourful wardrobe: "I was a flower bursting to get out."

# C Steve Richards



The Independent's Chief Political Commentator and author of The Rise Of The Outsiders is also a skilled impressionist. His Rock'n'Roll Politics show is now a massive hit at the Edinburgh Fringe. The difference between Steve and a comic poking fun at politicians is that he knows where all the bodies are buried.

# C Hugo Rifkind



The much quoted Times and Spectator columnist is also a regular guest on the News Quiz. He's equally sharp parodying Trump, comparing the Lib Dems to bed blockers or offering tips on chat up lines if you find yourself on a protest march. After Dinner Hugo denies any part in throwing eggs at Boris Johnson.

# **A Nick Robinson**



Nick guides Today listeners through every political twist and turn with a ready wit and piercing insight. After dinner he might explain 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.

# 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?

# C Tim Shipman



The Sunday Times Political Editor is one of the best connected hacks in Westminster. He's also author of the definitive story of the Brexit vote – All Out War. The Economist hailed it as 'the first draft of history.' After dinner Tim shares the secrets of the tea room and offers a taste of his next book, on Boris.

JLA AUDIENCE TWEETS
Fascinating insights
from John Pienaar
at Top50 Dinner

# AFTER DINNER SPEAKERS SPORT

# **D** Henry Blofeld OBE



After 40 years with TMS, Blowers is a commentary box legend. He claims half his listeners were 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.

# **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.

# **D** Mark Clemmit



Clem sees himself as a supporter who got lucky. For 20 years he sold clothes; now he reports for Football Focus, Final Score and MOTD Live. After dinner the underdogs' champion describes the many life forms he's encountered at 150 far flung grounds. He also reveals why Cardiff played Lisbon in knickers.

## JLA AUDIENCE TWEETS



Just listened to James Cracknell at the Excel: aim as high as you can, create stepping stones and you will achieve your goal!

# **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. He's now coaching a keen new oarsman, Bradley Wiggins.

# **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).

# A Dame Kelly Holmes



Kelly was an army PT instructor and judo champion before winning two golds in Athens and securing a permanent place in the nation's hearts. She's since founded a programme for women athletes, become President of Commonwealth Games England... and opened a café in her home town in Kent.

## C Hazel Irvine



Hazel was the youngest ever Grandstand presenter. She went on to become the first woman to anchor a golf major, and the Queen of the Sheffield Crucible. After dinner Hazel recalls her impromptu interviews with Pavarotti (about showjumping) and Seve, who most wanted to be remembered as "an artist."



# MANAGERIAL CLASS

# **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 (twice), and influenced the hairstyle of a whole generation. Kevin entertains and inspires any audience, not just football fans.

# A Paul McGinley



Paul is the first Irishman to captain the Europeans in the Ryder Cup, and the only player to have won the trophy in each of three appearances. He also led his national team in the first Olympic competition. Paul describes the pressure to select the right team and to keep your tactical head while battle rages.

# B Harry Redknapp (Q&A)



Harry's management CV includes an FA Cup victory with Portsmouth, a Champions League run at Spurs, and the odd controversy. Never afraid to speak his mind, he admits that Gareth Bale used to drive him mad in training: "Technically, he was outstanding... but he always seemed to be playing with his hair."

# THE OFFICIALS

# G Geoff Miller OBE



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** Nigel Owens MBE



The World Cup Final referee is often considered the best referee in rugby. He imposes his authority, but he isn't afraid to show a sense of humour. He is also the only openly gay official in a traditionally macho sport. After dinner Nigel sets out the skills required to make tough decisions with tough characters.

# D Graham Poll



The former World Cup ref is now a sales director for an IT recruitment firm. After dinner he describes the challenge of trying to control 22 young millionaires running around a football pitch. Despite the ruling that makes referees right even when they're wrong, Graham might refer to that Croatia game.

# THE PUNDITS

# **B** Martin Bayfield



In between his time as a copper and a Crimewatch presenter, Martin led a successful career as a rugby forward earning 31 international caps. With natural comic flair the 6'10" Colossus compares his sport to football, reveals his small part in Harry Potter and bemoans having to turn down Game Of Thrones.

# 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** 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 clips and locker room gossip. The boys are also happy to field questions from the floor.



# C 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.



The former gymnast has written for The Times and performed stand-up for Comic Relief. She also talks to the great and good on The Premier League Show. As well as the sporting gags, Gabby offers advice for any other parents: "What do you do when kids give you a guilt trip? Make them feel guilty back!"

# 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.

# **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.

# **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 World Cup year the ex-electrician offers a riveting glimpse behind the scenes of the national game.

# **C** Garry Richardson



The Sportsweek 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** Greg Rutherford MBE



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 50 years. He thinks he should have gone farther: "It wasn't even a personal best." Greg tells his story, with humour and humility.

# A A Sir Bradley Wiggins CBE



Bradley won medals in five consecutive Olympics, as well as the Tour de France. After dinner he tells the story, from the streets of Kilburn to a gilded throne at Hampton Court. He admits that he used to avoid being seen in lycra – and that his singlemindedness meant that he wasn't always a team player.



# **AFTER DINNER SPEAKERS AFTER DINNER BUSINESS**

# 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. He also admits that while pensions are vital, it might not have been wise to devote his entire life to the subject.

# A Hilary Devey



Long before she became a Dragon, Hilary saw it was difficult to move small amounts 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 of 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, socks and taxes. He also explains why so many famous people died in 2016.

# **C** Guy Browning



In Never Hit A Jellyfish With A Spade, Guy explained how to start a gueue. He has since written a memoir (in the form of a list) and a Great British constitution (inc handshake etiquette). After dinner the business writer and creativity guru lives up to his name 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** Simon Jack



The BBC Business Editor reports on every twist and turn as companies react to political uncertainty and Brexit talks. After dinner Simon reveals what we can learn from interviewees' body language, and how reporting on the financial markets is very much like dealing with children. Or drug addicts.

# **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.

D Matthew Gwyther



The award-winning BBC In Business presenter and former Management Today editor has had to digest moronic press releases, bizarre jargon and inventive excuses for two decades. Even so, he still can't help wondering why a European car manufacturer drove him at 140mph to discuss a major scandal.

# **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 brother, Leo explains why Marilyn Monroe provides the key to a healthy and sustainable economy.

**JLA AUDIENCE TWEETS** Leo Johnson is hilarious at the #GMConf17

on business, Brexit, Trump and leg-biting pigs!

Great speech by Steph McGovern | My new fantasy dinner party questlist: 7 x Rory Sutherland #supernovauk

# **B** Lord (Digby) Jones



The 'reluctant Brexiter' and ex-CBI Director General travels the globe banging drums for British business. He has also followed in Harvey-Jones' footsteps as a troubleshooter. After dinner Digby confesses he had a hard time with a Beijing audience: the interpreter told guests to laugh just before the punchline.

# B Steph McGovern



Steph has progressed from Black & Decker engineer to BBC Breakfast, Shop Well For Less and Watchdog. 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.

# A Baroness (Michelle) Mone OBE



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 getting back into the lingerie business. As in her book My Fight To The Top, Michelle tells a tale of setbacks and tabloid publicity coups.

# C Jeffrey Robinson (US)



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** Rory Sutherland



Ogilvy's Executive Creative Director explains how far we'll go to avoid what frightens us; if there's a 0.1% chance a tempting-sounding cocktail will arrive with an umbrella, any man will instinctively order a beer. With delicious wit and warmth, he also reveals how potatoes were rebranded by Friedrich The Great.

# D Martin Vander Weyer



Martin started life an investment banker in London, Brussels and the Far East. He now covers business for The Spectator, where he is affectionately known as Mr Cheerful: "I insist on accentuating the positive. If it was delusion that got us into this mess, it will be delusion that gets us out of it again."

# **B** Ellis Watson

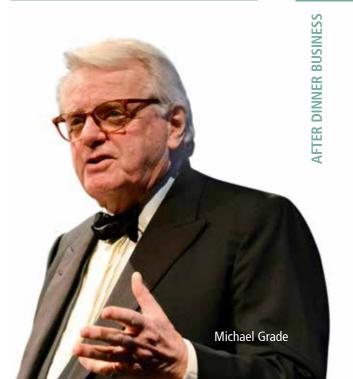


Before taking over the helm at DC Thomson and a spell as Simon Cowell's CEO, Ellis travelled the globe selling the rights to Who Wants to be a Millionaire? After dinner he reveals how Columbia's Information Minister insisted on hosting the show himself, giving certain female contestants a helping hand.



Ellis obviously spent time preparing. He was honest, he was inspiring and he had a stream of anecdotes that we could relate to. The audience roared with laughter and we all came out on a high."

KNect365 ON ELLIS WATSON



# 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 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 love of entertaining. Since Ready Steady Cook he's travelled the world in search of the best street food. With full guest participation, the larger-than-life showman explains what you can do with your choice of ingredients – before putting it to the vote.

# 66

Jeremy more than met our objectives. The audience was gobsmacked by his trick shot show — and they really loved the funny and humble after dinner speech. What a great end to a fabulous day."

RS COMPONENTS ON JEREMY DALE

# **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. For golf days Jeremy gives a 40 minute show and a short clinic before the round, then plays a hole with each group – inviting guests to try a trick shot off the tee. He is also a seasoned auctioneer and a very funny speaker.

# **D** Eric Knowles



# **ANTIQUES CHALLENGE**

The Bonhams director and BBC Antiques Roadshow expert passes around a number of unfamilar 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.



# ENTERTAINMENT 116 STAND UP COMEDY 128 COMEDY MUSIC & IMPROV 130 MAGIC & SPECIALITY 132 VOCALISTS 134 CONTEMPORARY ARTISTS 140 INSTRUMENTAL, ORCHESTRAL & DANCE DANCE BANDS 145 DJs

# COMEDY, MUSIC & ENTERTAINMENT STAND UP COMEDY

#### C Tom Allen



Tom is 'a master of camp comedy with a 21st century twist,' say The Guardian. After touring much of the world with Sarah Millican (he admits to "responding well to strong women"), Tom is becoming a familiar face on TV with credits from Live At The Apollo and MTW to 8 Out Of 10 Cats Does Countdown.

# **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. His recent credits include QI and What Does The K Stand For?

# **B** Rob Beckett



Rob came to stand-up from the event industry and was immediately described by The Times as 'having the confidence of a veteran.' Alongside his Absolute Radio show, Magic Sponge podcast and FIFA With... series on YouTube, Rob pops up on Drunk Histories, 8 Out Of 10 Cats and League Of Their Own.

# 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 the Gold Coast, touring in Winging It and gawping at gorillas in Rwanda, John's latest credits include Fearless and the British feature Funny Cow, with Maxine Peake and Vic Reeves.

# D Joe Bor



Joe frequently warms up for the likes of Alan Carr, Graham Norton and Have I Got News. He's likeable, chatty and self-deprecating – whether discussing his fascination with "poshies," the challenge of talking about your marriage to a 7-year old or the question of whether or not Chinese Whispers is racist.

# A 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 Rory turned his attention to Trump in Partly Political – hailed by The Telegraph as 'eerily accurate.' Rory's set also features the old favourites.

# A Kevin Bridges



The affable 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 Marcus Brigstocke**



The Telegraph hail Marcus as 'a rare stand-up who makes you laugh and think.' After a run in Spamalot and a sell-out tour in Why the Long Face?, he's back in the West End in Barnum. Marcus' latest Radio 4 project is The Greens - like a 21st century version of The Good Life.

# C Doc Brown



In his rapper guise Doc (aka Ben Smith) has worked with Mark Ronson and De La Soul. As an actor he's starred in Law & Order UK, Brief Encounters and the David Brent film Life On the Road. As a comedian he combines rhythmic skill and observations on London life into a masterful routine.

## JLA AUDIENCE TWEETS



Stephen K Amos owning the stage @ECALive John Bishop rocked the opening as our special guest! Let the awards commence!

# **B** Ed Byrne



After touring Australia and New Zealand, Ed sets off on another Big Adventure with friend Dara O Briain. He also keeps his place as the most booked guest on Mock The Week. According to The Telegraph, Ed has the ability 'to layer laugh upon laugh, and make it look so easy.'

C Jo Caulfield



The stand-up, actor and presenter has also written for the likes of Joan Rivers. To The Guardian she is 'feisty, endearing and brilliant.' Jo's onscreen credits include Have I Got News and Graham Norton's chat show - when he famously said "I never knew I could like a woman so much."

## 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 standout act at JLA's 2013 Real Variety Show. TV credits include Michael McIntryre's Comedy Roadshow.

# D Francesco de Carlo (Italy)



After a spell at the European Parliament, Francesco made his name as a presenter on Radio Globo and a regular on Italy's Comedy Central. He now performs in English from South Africa to South Korea - with a base in London. Francesco explains why Italians use their arms (- it's nothing to do with Brexit).

C Des Clarke



Capital Scotland's breakfast co-host also fronts the BBC panel show Breaking the News. In his stand-up set the ex-sports reporter and SM:TV face delivers a stream of half-finished sentences, sharp one-liners and spine-tingling wordplay. According to Metro's critic 'he's so funny it's almost painful to watch.'

B Nina Conti



In Family Tree the actor-ventriloguist charmed TV audiences on both sides of the Atlantic. She built the same rapport with theatre crowds in New York and London, with her improvised In Your Face show. As her puppet puts it, they're "genre-defying." Nina appears in cabaret with a mask-wearing volunteer.

# A Jimmy Carr



The poker-faced quizmaster returns in more hybrid 8 Out Of 10 Cats Does Countdown. He also extends his Best Of, Ultimate, Gold, Greatest Hits tour, Since Jimmy opted out of a career in marketing, he's sold over a million DVDs and become the first British act to film a special for Netflix.

# 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) he's off on tour with a newish show: Alunish Cochranish.

# **B** Hal Cruttenden



Hal is unashamedly suburban, teetering on the edge of a mid-life crisis. According to one critic, 'he takes the personal and the ridiculous, then whizzes them into a delicious smoothie.' After playing Glastonbury (at Eavis' request), Hal's back on HIGNFY, MTW and his own R4 sitcom - with a game show on the cards.

## JLA AUDIENCE TWEETS



Amazing @jlaLIVE Real Variety Show, so many funny acts topped by Jimmy Carr!!!

Jo Caulfield with a comedy on its head! #Brilliant

Nina Conti. Been wanting to see intro that turns industry sexism | her live for ages. Not disappointed: absolutely amazing.

# JO CAULFIELD AT JLA'S REAL VARIETY SHOW





# **B** Jon Culshaw



Jon has an uncanny ability to conjure up voices from politics, showbiz and sport – responding on the spot to virtually any audience request from Andy Murray to Michael Gove. As well as bringing the Brexit talks to life for Dead Ringers fans, Jon is also an unofficial double for the US President.

# A Omid Djalili



Omid prides himself on being our funniest Iranian comedian. He's also appeared in dozens of movies and infiltrated the US market 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.

# C Kerry Godliman



After success in the Funny Women awards and roles in My Hero and Extras, Kerry made her name as the care home manager in Ricky Gervais' comedy Derek. Her stand-up set is resolutely upbeat even when she takes on life's little disappointments – like 'fun-size' chocolate bars or 'gravity-defying' face cream.

# A Greg Davies



The ex-teacher (and The Inbetweener's Mr Gilbert) is a regular on comedy panel shows. After touring with You Magnificent Beast, Greg returns in Man Down and sets yet more bizarre challenges on Taskmaster. In his stand-up set Greg considers the pros and cons of being exceedingly tall.

C Simon Evans



Simon is a regular guest on Radio 4's News Quiz and The Unbelievable Truth. He also explores the funnier aspects of economics in Simon Evans Goes To Market with Tim Harford. After dinner he takes on a herd of sacred cows (like parenthood) with deadpan sarcasm and exquisitely timed put-downs.

C Ivo Graham



Eton has produced 19 Prime Ministers, many actors and now at least one stand-up comic. Within a year of leaving Ivo won So You Think You're Funny. He's since appeared on the Hollywood Fringe, Montreal's Just For Laughs and Mock The Week, though he isn't one to brag about that sort of thing.

# 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 guizzes.

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.

# 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 Adam Hills



According to The Scotsman, 'if Prozac was human it would be Adam Hills.' He brings the same energy to chatshows in Australia and the UK. Since it launched alongside the London Paralympics, The Last Leg has earned a huge fan base. Adam continues to tour the globe with his uplifting Clown Heart show.

# **D** Rhys James



With his own series on Radio 4 and TV credits from Mock The Week to Sweat The Small Stuff, Rhys has emerged as one of the brightest 'millennial' comics. The Standard thinks he's 'on the cusp of greatness.' Gazing into the future, Rhys imagines how we will explain all the things that used to exist.

# **B** Milton Jones



Milton has served up twenty years of surreal comedy on Radio 4. He's also a favourite on Mock The Week. In cabaret the Sony Award-winner tickles audiences with a cocktail of puns dressed up as helpful advice: "If you find yourself chased by a police dog, try not to jump through hoops of fire. They train for that."

# A Russell Kane



Within a few years of scooping Edinburgh's premier award Russell had two new BBC3 series to his name. He has since become a fixture on Live At The Apollo and tested the power of social media in Stupid Man, Smart Phone. He now takes to Kaneing on YouTube to have his say on the big stories, like Love Island.

# **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 her debut novel, *Nina Is Not OK*, and an hilarious account of growing up in a strange place – *A Beginner's Guide To Acting English*.

# **D** Marcel Lucont



Marcel (aka Alexis Dubus) sees himself as a "flâneur, raconteur and bon viveur, easily the greatest French comedian." True to character he offers advice for all foreigners visiting Brexit Britain: "Always carry herbs and garnish, adopt a Scottish accent, and repeat the phrase Keep Calm and Carry On."

# C Fred MacAulay



Fred left accountancy before it was too late, turning into a polished comic, a News Quiz regular and the long-running morning show host on Radio Scotland. Other credits include QI, The Unbelievable Truth and HIGNFY. He's recently toured north and south of the border with The World Is In An Awful Mess.

# 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. As well as onscreen credits like Russell Howard's Good News and tours from Eastern Europe to Australia, he also warms up for The Graham Norton Show.

# 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. After a new series of the Big Show comes an even bigger stadium tour.

# A Jason Manford



Jason presents peak time ITV shows like Bigheads as well as playing lead roles in theatre spectacles from Sweeney Todd to Chitty Chitty Bang Bang. He's also hosted the Oliviers and sold out the O2. Jason's live set mixes well crafted observations and traditional, warm-hearted Mancunian banter.

# **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.

# 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.' After touring The Disco Years he's moved on to That 80s Show.



Ian Moore. | Hilarious finish to the day from Profoundly | Dara O Briain. We promise IBM

# D Ian Moore



With a healthy contempt for most forms of exertion, lan'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. lan frequently sneaks home for Comedy Bigmouths and guest appearances on Fighting Talk.

# A Al Murray



As The Pub Landlord AI has won the major comedy awards, called Time Gentlemen, Please and penned a Book of Common Sense. He's also played Bottom opposite Judi Dench. Since amassing some 318 votes in the South Thanet election, Al has embarked on a new national tour: Let's Go Backwards Together.

# A Dara O Briain



After more Stargazing, Meeting Stephen Hawking, In Case You Missed It and road trips with Ed Byrne, the UK's favourite comedian/physicist presides over Mock The Week and Robot Wars. According to the Times' critic, 'If you want a comic who can hold an audience in the palm of his hand, he's your man.'

# 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** Lucy Porter



The feel-good comic is a regular on The Now Show, 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.

# A Romesh Ranganathan



Romesh has progressed from Maths teacher to Best Newcomer to panellist to mainstream TV presenter. After Asian Provocateur, Play To The Whistle and a big tour of Australia, he still sees himself as a "tubby vegan sociopath." The Times see 'the swagger of a comedian who knows how to dominate a room.'

# C Matt Richardson



Matt teamed up with Caroline Flack on the X Factor spin-off and the video clip show Viral Tap. He's also popped up on Celebrity Juice, Sweat The Small Stuff and Big Brother. Despite his success the Virgin Radio host and jack-the-lad comedian is still most proud to have won Heat magazine's Weird Crush award.

# A Katherine Ryan



The feisty, pop-culture-obsessed Canadian comedian and Funny Women winner hosts Your Face Or Mine with Jimmy Carr. She's also appeared on HIGNFY, QI and Live At The Apollo, and quizzed high rollers for How'd You Get So Rich? To The Scotsman Katherine is 'Joan Rivers' heir apparent.'

# **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's since been reunited with Peter Kay for a Comic Relief special, presented Laugh Out Loud video clips and toured with his own show, Punchlines.

# 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 since hosted Xfm's breakfast show. The Independent say Paul 'combines the visual trickery of Lee Evans with the improvisation skills of Paul Merton.'

# **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 and The Unbelievable Truth. She is also co-writer of BBC 2's Motherland. The Guardian critic sums her up perfectly: 'Walsh is like a slightly nerdy, very friendly and intensely funny older sister.'

JLA AUDIENCE TWEETS

Ranganathan has everyone in stitches #TTMA17

If you get a chance to see comedian Chris Turner, don't miss out. Quality.

# C Phil Wang



Wang is a son of the Empire: childhood in Malaysia, school in Brunei, President of Cambridge Footlights. He's still "a little confused," yet he's amassed credits from The John Bishop Show to Have I Got News via Montreal's Just for Laughs. He also stars in Radio 4's sketch series, Daphne Sounds Expensive.

# **D** Felicity Ward



Felicity divides her time between filming sitcom in her native Australia and the London comedy scene. She's already appeared in The Inbetweeners 2, Josh, Good News and The John Bishop Show. Chortle sees Felicity's live act as 'a high octane mix of the absurd and deft anecdotal wit.'

# **D** Tom Ward



The critic Bruce Dessau describes the up-and-coming 2017 Chortle Award winner as 'equal parts hilarious and bizarre.' After touring with Hal Cruttenden, Tom reveals what it's like to be 91% straight (prev. 77%), manage a charity shop and practise your opinions in case you forget them at parties.

#### **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 appeared on Sunday Night at the Palladium and broken records with his 24-hour show at Edinburgh: "The trick is to drink, but not too much."

# **B** Henning Wehn



Post referendum, Henning confesses his position as German Comedy Ambassador to the UK is daunting. He makes his views abundantly clear in his new tour, Westphalia Is Not An Option. After dinner Henning wonders out loud why we Brits are so keen to cling to any tradition, like late-running trains.

# A A Jack Whitehall



Kate Middleton's former schoolmate juggles acting, presenting, travelogue and stand-up. His TV credits range from Bad Education and Sky's Bounty Hunters to a new Netflix show, Travels With My Father. After entertaining a quarter of a million fans on his recent tour Jack arrived, At Large, in the West End.

# **B** Josh Widdicombe



Originally a sports reporter, Josh turned to stand-up and quickly picked up a Fosters nomination. He now co-hosts The Last Leg, stars in his own TV sitcom and frequently appears on panel shows. The Standard critic has crowned Widdicombe '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.

JLA AUDIENCE TWEETS

Omg! Jack Whitehall. My cheeks hurt from laughing!! What a start! #whatelseistocome

# COMEDY, MUSIC & ENTERTAINMENT COMEDY MUSIC & IMPROV

#### **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 hiphop track. Dick & Dom's house band has been hailed as 'Flight of the Conchords meets 8 Mile.' For bigger audiences they grow to a four-man act.

# D Rob Deering



Rob combines virtuoso guitar playing with stand-up to produce gloriously upbeat entertainment. Helped by an array of effects and looping pedals, he homes in on some of the silliest lyrics ever written and picks out songs you really shouldn't hear at key moments in life. The show can also take the form of a quiz.

# 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).

## **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 and several of their own series on Radio 4. Time Out call them 'fresh, original and blissfully funny.'

# **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.

#### D Jess Robinson



Jess is a feisty vocal impressionist with credits from The Now Show to Murder in Successville. She's also the voice of Horrible Histories. For live shows (with or without her band) the cast list includes Beyoncé, Nicki Minaj and the Wheel of 64 Tunes – randomly pairing singers and songs.

# C Sons of Pitches



The Naked Choir winners' aim is 'to give a cappella a kick up the backside.' Jamie, Josh, Midé and the Joes take on Wuthering Heights, offer their own tribute to boy bands and improvise on the spot to requests. To The Standard, 'they have a genius for arranging songs like you've never heard them before.'

# C Joe Stilgoe



Joe is building an international following with his mix of wit, improvisation and virtuoso musicianship. He's toured New York and Berlin, entertained royals and enjoys sell-out runs at Ronnie Scott's. He's also scored a hit with Songs On Film. The Sunday Times describes Joe as 'a very British Harry Connick Jr.'

# C Tape Face



Sam uses small props, sound effects and occasionally a member of the audience - but whatever else might happen, he does not speak. Since reaching the finals of America's Got Talent, Tape Face (as he now styles himself) has conquered the West End. The Guardian see him as simply 'the last word in silent comedy.'

JLA AUDIENCE TWEETS

Amazing entertainment from the fabulous TapeFace... great choice by the #hotelcateys

# COMEDY, MUSIC & ENTERTAINMENT MAGIC & SPECIALITY

#### A A Derren Brown



The Guardian describe Channel 4's illusionist as 'the greatest dinner party guest in history.' He's also had several sell-out runs in the West End. For corporate shows he plays double bluff with his audience, reads volunteers' minds and builds up to an awe-inspiring finale. (NB: The act does not involve hypnosis.)

# **D** Expansion Team



Up to five skilled practitioners demonstrate the art of freestyle football, which goes way beyond simply keeping a ball in the air. Their CV includes the UEFA Cup final, ad campaigns and awards ceremonies. For World Cup year the stage routine includes 'footpool' - potting balls with their feet!

# D Morgan & West



Rhys and Robert are time travelling tricksters from a gentler Victorian England, yet possessed of the skills to baffle any modern day hipster. TV credits include Penn and Teller's Fools Us, ITV's Next Great Magician and The Slammer. The Scotsman critic 'cannot recall (my) awe being so thoroughly struck.'

# **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.'

# D-C 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 effects or a remarkable quick change illusion show.

B Troy



The one-time Young Close-Up Magician of the Year started out obsessively studying David Blaine videos. He went on to enjoy his own C4 series - and a taste for tattoos, vintage clothes and 1970s gold watches. Troy doesn't look like a stereotypical magician, nor does his act involve pulling rabbits out of hats.

# 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. After selling out his Seeing Is Believing UK tour, Dynamo is available for close-up or full stage shows.

# **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.

# JLA AUDIENCE TWEETS



# COMEDY, MUSIC & ENTERTAINMENT VOCALISTS

#### **JAZZ / SWING**

#### A Alexander Armstrong



As well as filming 200 episodes of his cult quiz each year, the classically trained baritone is also a chart topping recording artist. Backed by a first rate band Xander's live set spans jazz standards by the likes of Louis Jordan, Sinatra swing anthems and evergreen Matt Monro and Tony Bennett hits.

#### 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 enthralls 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.

#### SOUL / R&B

#### A Alexandra Burke



Since launching a clothing line and taking the lead in The Bodyguard, the X Factor winner has toured in Sister Act: The Musical. Alexandra performs to tracks with backing singers - featuring Bad Boys, Hallelujah and Start Without You, and 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 and an appearance at Glastonbury. Appearing with her own 6/7-piece band, Lulu's "W-E-E-LL" still has audiences racing for the dancefloor.

#### A Heather Small



Heather rose to fame as lead singer of Manchester's Mercury Prize-winning M People. For corporate gigs she belts out signature hits including Moving On Up, Search For The Hero and the Olympic anthem Proud. Heather performs to playback with backing singers, or with her 4-piece band.

#### **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.







# CONTEMPORARY: IN ASSOCIATION WITH UKNY

#### A A Rick Astley



Synonymous with 80s pop, Rick has so far racked up 13 worldwide hits. He's also been crowned Best Act Ever by MTV Europe, thanks to runaway success with the Never Gonna Give You Up internet meme. After a new album and sell-out European and US tours, Rick sings to playback or with a 6-piece band.

#### A Izzy Bizu



Inspired by Ella Fitzgerald and Marvin Gaye, Izzy is rapidly gaining fans with her mix of sun-kissed soul and R&B. She has already been nominated for Brits' Critics' Choice, become a Glastonbury favourite and toured with Sam Smith. Izzy performs live, typically with piano/guitar and drums/dj.

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+ Gary Barlow OBE



After numerous awards and 50 million record sales, Gary has toured Wonderland, turned Calendar Girls into a musical and produced a tribute to Take That. 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+ Ellie Goulding



With a voice described as 'endearingly angelic' by The Telegraph, Ellie has entertained Royal Wedding guests, scooped a Brit Award and built a fan base on both sides of the Atlantic. With two musicians or the full 10-piece, the singer songwriter performs Burn, Starry Eyed and tracks from her latest album.

#### A A+ Clean Bandit



Clean Bandit mash classical music and pop to create a dreamy sound: chamber music meets house. So far they've sold 13m singles and 1.6m albums, including the Grammy Award-winning Rather Be and a second British No.1, Rockabye. The line-up comprises piano, bass, drums, percussion/dj, cello and vocals.

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 Lianne La Havas



Lianne started out as a backing vocalist for Paloma Faith. She went on to form a close bond with Prince, move between a host of genres from R&B to reggae and top iTunes Album of the Year with Is Your Love Big Enough? After touring stadiums with Coldplay Lianne has an acoustic set for smaller audiences.



## CONTEMPORARY: IN ASSOCIATION WITH UKNY

#### **A Louisa Johnson**



The pop/R&B crossover artist made headlines as the youngest winner of X Factor, aged 17. She has since released Forever Young and So Good, and featured on Clean Bandit's Tears and Simon Cowell's Grenfell Tower charity single – Bridge Over Troubled Water. Louisa performs to playback with backing singers.



Ronan was the face of Boyzone throughout the 90s. He's since put out 10 albums, sold 20 million records, filmed Another Mother's Son and judged Australia's production of The Voice. Performing acoustically or with a full band, the set spans Life Is A Rollercoaster, If Tomorrow Never Comes and No Matter What.

A 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.

A A Dua Lipa



The London-born synth-pop and R&B artist has been voted Best New Artist at the NME Awards. Dua Lipa has already sold 3.5 million records across the world, enjoying hits with Be The One and New Rules. After touring the States with Troye Sivan she performs live with a 4-piece band.

A A + Madness



Madness serve up an ever popular recipe of cheeky lyrics, catchy melodies, sharp suits and pop/ska and reggae rhythms. The hit list includes House Of Fun, Baggy Trousers, It Must Be Love and Our House - as seen on the roof of Buckingham Palace. Suggs & Co continue to tour, record and perform live.

A A+ Olly Murs



Olly has sold over 10 million records, toured with Robbie Williams, played the US with One Direction and co-hosted X Factor. He's also played Hyde Park with Take That. Appearing with 6-piece or to tracks, the playlist includes Troublemaker, Dance With Me Tonight and Heart Skips A Beat.

#### A A Simply Red



Since re-forming Simply Red have played two major tours taking in Australia, South America, the UK and Europe to mark the 25th anniversary of Stars. The set includes If You Don't Know Me By Now, Fairground, Something Got Me Started, Holding Back The Years and Money's Too Tight To Mention.

#### A A+ Nile Rodgers & Chic



As well as producing the likes of Madonna, Bowie and Duran Duran, Nile Rodgers is the driving force behind one of the biggest acts of the disco era. The 11-piece (including horn section) appeal across every generation, filling the dance floor with Good Times, Dance Dance Dance and Le Freak.

#### A A+ Mark Ronson (US)



The DJ and producer has won numerous Grammys and collaborated with the likes of Amy Winehouse, Bruno Mars and Lady Gaga. His album credits include Here Come The Fuzz and Uptown Special. Ronson's 90-minute live set ranges from modern hits to classic soul, rock, hip-hop, pop and dance.

#### **OPERA / CROSSOVER**

#### D Rodney Earl Clarke



Rodney has sung the baritone roles in every Mozart opera, and played Jake in Simon Rattle's Berlin Phil performance of Porgy & Bess. He's equally at home with musicals, as in his debut album Glorious Quest. For corporate audiences the repertoire includes hits from Aspects, Les Mis and Phantom Of The Opera.

#### **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 show and sought out Wales' hidden singing talents.

#### A A Katherine Jenkins OBE



The mezzo-soprano and Songs Of Praise presenter is the UK's biggest selling classical artist. She's sold out Sydney Opera House, toured with Darcey Bussell and released 10 studio albums. She also performed a 90<sup>th</sup> birthday tribute to The Queen. Katherine sings after dinner with piano accompaniment.

#### 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.

#### **B** 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 / ACAPELLA**

#### 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!

#### **MUSICAL THEATRE**

#### A Michael Ball OBE



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. After Carousel and touring with Michael Ball, he appears with guitars or 5-piece, brass and strings.

#### A Collabro



The BGT winners are a four-piece boy band rooted in musical theatre, but equally at home touring with Cliff Richard or singing One Direction. They can also boast three Top 10 UK albums. The set ranges from swing and ratpack classics to Phantom Of The Opera and Paulo Nutini's New Shoes.

#### **A Lesley Garrett CBE**



Britain's best-loved soprano moved seamlessly from ENO to The Sound of Music. She's since toured with WNO and starred in a new chamber opera, Pleasure. After dinner Lesley performs solo with a pianist or a small orchestra, with a repertoire spanning crowdpleasing anthems and West End showtunes.

#### 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. He has also sold out hundreds of concerts. 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 water 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.

# COMEDY, MUSIC & ENTERTAINMENT INSTRUMENTAL MUSIC, BEATBOX & DANCE

#### **MUSICAL CABARET**

#### **B** Beardyman



Working his own ingenious live looping technology the pioneering beatboxer raises the roof with a mix of hip-hop, funk and soul-fuelled vocal gymnastics. After festival appearances, sessions for Radio 1 and a new album, Darren and friends improvise around audience suggestions in Masters Of Distraction.

#### **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.' 3 million have watched their cover of Avicii's Wake Me Up. Complete with choreographed moves, they bring real Scottish flair to the likes of Queen and Coldplay.

#### A Tokio Myers



Tokio (aka Torville Jones) uses sample pads to mix classical piano with electronic and cinematic sounds. After tours with the likes of Kanye West and Lianne La Havas, the former session musician won the BGT title with his interpretation of Debussy, Ed Sheeran and Rag'n'Bone Man's Human.

#### STRINGS / BACKGROUND

#### 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.

#### C 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.

#### **DANCE**

#### **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 also invite guests to join them on the floor.

#### 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 golds at the World Championships in Germany. 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.

JLA AUDIENCE TWEETS

I'm in a real life Nathan Barley
episode at tonight's awards well done Beardyman.

#### **BIG BAND / ORCHESTRAS**

#### **B** BBC Big Band



The multi award-winning 17-piece ensemble have played with a gallery of stars from Van Morrison to Michael Bublé, Cleo Laine and Ruthie Henshall. The repertoire extends from mellow jazz arrangements to stage and screen hits and Rat Pack favourites – with or without guest singers.

#### **B** Docklands Sinfonia



The 60-piece symphony orchestra has made a mark on London's music scene - collaborating with English National Ballet, performing for Buckingham Palace and recording Katie Melua's single I Will Be There. As well as the full Sinfonia, they also offer chamber ensembles for more intimate gatherings.

#### A Royal Philharmonic Concert Orchestra



Formed to complement the Royal Philharmonic, the RPCO has a vast repertoire of instantly recognisable works – including Four Seasons, Marriage of Figaro and Swan Lake. The 65-piece unit also accompanies artists from all musical genres: they've toured with Andrea Bocelli and backed Kylie Minogue.

#### **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.

#### **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 Shakuhachi 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.

### **COMEDY, MUSIC & ENTERTAINMENT DANCE BANDS**

#### 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.

#### **B** The Kitts Project



Performing in any format from 5 to 20-piece, with dancers, every track features live vocals while the di enhances the beats. The set extends from 70s classics through to today's pop and dance anthems.

#### C Duke



A regular support for acts like Kanye West and DJ Fresh, Duke mix breathtaking vocals, beatboxing, harmonies and guitar. Get ready for a high energy set full of outstanding covers.

#### **B** Victor Hugo Salsa Bands (Spain & UK)



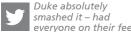
Venezuelan-born Hugo fronts two of the tightest rhythm sections - playing merengue, salsa, bolero, salsaton, bachata and Cuban jazz. They expand into a full production show with costumed dancers.

#### C 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.

#### JLA AUDIENCE TWEETS



Great xmas party at assembly rooms bath with mega mills everyone on their feet | and the awesome RPJ Band

#### **C** Madhen



Along with their party set, Madhen perform three dedicated tribute shows. So 80s is big hair, shoulder pads and make up (for boys and girls); Scizzor Sisterz is dance pop; So Blondie recreates 70s/80s New York.

#### **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.

#### C 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.

#### **B** 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.

#### C 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 Jnr 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.

# COMEDY, MUSIC & ENTERTAINMENT

### DJs

#### **CLUB**

#### A A Basement Jaxx



The Brixton duo have scored success with Where's Your Head At and Romeo – as well as remixes for Missy Elliot and Justin Timberlake.

#### C Jazzie B OBE



Jazzie remains a major 'pleasure giver' on the club scene. The twohour set proves that the Soul II Soul producer's still got it.

#### **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.'

#### D 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** Vernon Kay



As well as modelling, hosting ITV game shows and fronting Sky Sports, Vernon is a seasoned party dj after stints on Radio 1 and Radio X.

#### **RADIO STARS**

#### **A Nick Grimshaw**



The Radio 1 Breakfast Show host and TV presenter plays a live set of chart favourites, hip-hop and pop classics.

#### A A Annie Mac



Radio 1's dance and chill-out queen has launched her own festival in Malta. Annie plays floor-filllers from house to chart remixes.

#### **B** Scott Mills



Scott made his name on the drivetime show. He now plays dancefloor favourites of all types from the last three decades.

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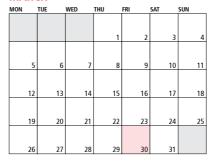
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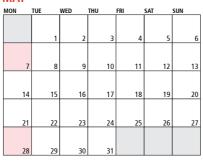
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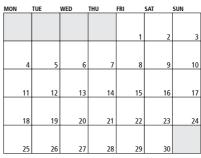
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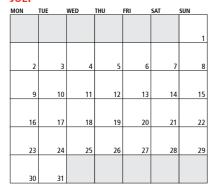
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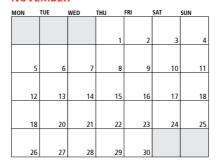
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