



Future High Street Summit, 20th September 2017

Nottingham Conference Centre

Future High Street Summit - Digital, Innovation and Technology Conference

Agenda: Wednesday September 20th 2017

8:45 - 9:30	Registrations & Arrival Refreshments: Bowden Suite
	Conference presentations take place in Kilpin Suite
9:30 - 10:00	Welcome and Opening Address, Clare Bailey, Founder, Future High Street Summit
10:00 - 11:00	<p>Opening: How technological innovation is driving a digital transformation in our towns and city centres: Bowden Suite</p> <p>This session reflects on the impact of technology on high streets - on the businesses that trade there and on the people who spend their time and money there. We will discuss how the rapid pace of change, coupled with new and disruptive organisations, has forced long-established communities into a adapting to a level of transformation that has had a profound effect on the landscape of towns and cities both UK wide and even globally.</p> <p>Speakers:</p> <ul style="list-style-type: none"> - Guy Douglas, Partnerships Director, Clockwork City "10 Things Every Place Manager Should Do To Make Digital Transformation Happen" - Daphne Hagen, Lecturer/Researcher, Amsterdam University of Applied Sciences - Anne Risselada, Senior Researcher, Amsterdam University of Applied Sciences "Effective Online Marketing of Town Centres"
11:00 - 11:30	Mid-Morning Break: Future High Street Expo in Bowden Suite
11:30 - 12:30	<p>Post Break: Workshop session - Bowden Suite</p> <p>Creating experiences with a Wow Factor As places struggle to compete what are the tools we can employ to create the one off WOW installation or events that differentiates our place and drives social media and footfall? This workshop will use examples to illustrate and define a WOW factor then together we will create our own WOW factor. If you attended last years "Experience" Workshop then this is the ultimate experience.</p> <p>- Jeremy Rucker, City Dressing on behalf of Blachere Illuminations</p>
12:30 - 13:45	Lunch and Networking time: Future High Street Expo in Bowden Suite
13:45 - 14:45	<p>Post Lunch: Harnessing the power of technology to secure a positive transformation in your place: Bowden Suite</p> <p>This session aims to bring a positive note to the day, with a selection of success stories that showcase the ways in which BIDs, local authorities and town centre partnerships have harnessed the power of technology and digital solutions to increase footfall, trade and community engagement.</p> <p>Speakers:</p> <ul style="list-style-type: none"> - Polly Barnfield OBE, Founder and CEO, Maybe* "#WDYT (What do you Think) is a social campaign that drives social, digital and physical footfall" - Sven Latham, Data Analyst, Chichester BID "Using data for change: the impact of major roadworks in a city centre" - Karen Turnbull, Economic Growth Development Manager, Colchester Borough Council "How Ultrafast Broadband is Transforming Business in Colchester Town Centre"
14:45 - 15:15	Mid-Afternoon Break: Future High Street Expo in Bowden Suite
15:15 - 16:15	<p>Closing: Panel Discussion</p> <p>This sessions aims to end the day with an opportunity for our audience to delve the level of knowledge held by our panel of experts</p> <p>Speakers:</p> <ul style="list-style-type: none"> - Guy Douglas, Partnerships Director, Clockwork City - Daphne Hagen, Lecturer/Researcher, Amsterdam University of Applied Sciences - Anne Risselada, Senior Researcher, Amsterdam University of Applied Sciences - Polly Barnfield OBE, Founder and CEO, Maybe* - Sven Latham, Data Analyst, Chichester BID - Karen Turnbull, Economic Growth Development Manager, Colchester Borough Council
16:15 - 16:30	Clare Bailey: Closing words
16:30	Delegates depart - we look forward to welcoming you at our Budget Response and Placemaking event in March