

## **Opening session: State of the Nation: Latest insights for the events industry**

### **Natalie Campbell-Reid, Content Marketing Lead, Explori**

Live events are here to stay, but to what degree and in what capacity? The accelerated adoption of virtual events has left many questions unanswered. How much of the virtual 'hype' is simply a symptom of the times and how much of it is an indication that virtual / hybrid events are here to stay?

Based on Explori's extensive data insights, Natalie will be presenting:

- How virtual events perform against key performance indicators
- Attendee expectations of event organisers post-pandemic
- The relative strengths of virtual in the eyes of attendees
- Has virtual added a new step in the attendee journey?

## **Headlining Keynote: Mandu Reid, Leader of the Women's Equality Party**

Mandu Reid is leader of the Women's Equality Party, London Mayoral candidate and the first person of colour to lead a national political party in the UK. Mandu will talk about the WEP manifesto, why London is ready to become the first gender-equal city in the world and why the WEP is a party that wants to make itself redundant. "The point at which the party is no longer needed is the moment the British political system serves women's interests as it does men's, when it takes account of the ways that women are screwed over left, right and centre by our economy, our culture and education and employment systems

## **The future of live events in a digital world**

### **Nick Dugdale-Moore, Regional Manager for Europe, UFI**

Live, Hybrid, Digital or Virtual. What does the future hold? Nick will present UFI's proprietary research from the world's leading organisers and venues, as well as first-hand experience from members and best practice case studies from around the globe.

## **Delegate Wranglers Live**

Neil Thompson, Founder of Delegate Wranglers, the Event Industry's most engaged online community, joined by a panel of senior event pros to discuss strength in numbers and the power of community. Neil and his guests will discuss the ethos behind the Facebook group that now connects over 20,000 eventpros globally.

## **How did an £84bn industry become invisible?**

With a super-panel of event industry leaders we'll be looking at the question that it took a pandemic to raise – how could an £84bn industry be overlooked? Our panel of leading influencers in the industry, all of whom lobbied visibly, vocally and tirelessly at local and national government level, will discuss how we futureproof our industry to ensure that we are never abandoned again.