

HUDDLE 2012

agenda

SOME BLURB ABOUT THE DAY

What follows is TBC. Subject to change. A moveable feast. Caveats all over the place.

That's only because Huddle is a seat-of-your-pants type of event. We'll continue adding to the 100-odd Huddles you'll read about overleaf right up to the day.

And we haven't even begun to tell you about all the fun stuff going on in between. How the RAB will present the **Absolute Radio Huddle Breakfast Show** from the Mindshare Bar whilst we have breakfast. Or how **Vevo** will be bringing in some **very special musical guests** to perform for us at the Huddle after-party. Or the **rickshaws** or the **Urban Treasure Hunt** or the **Zombie Huddle** or the **Live Facebook Wall** or the **Flash Tweet** or the **Spotify & Lucky Voice Karaoke** or the **Crowdsourced Digital Art Gallery**.

Follow us on Twitter [@mindshare_uk](#) [#mshuddle](#) for updates to the agenda as they happen, plus more teasers of the day itself.

Running order for the day is:

09:00	Breakfast and Huddle registration
10:00	Morning Huddles start
13:00	Lunch
14:00	Afternoon Huddles start
17:00	Thanks and wow and fun and drinks and food and music and comedy and karaoke

See you there.

THURSDAY
8TH NOVEMBER
9 TILL LATE

10 AM

Free love: access versus ownership in music

Spotify

An amazing panel that will be completely amazing - but we'll have to say TBC on blurb and panellists for now.

Mobile and media

Twitter

How will the world change when more of the media we consume is in the palm of our hand? What rules are there to best use mobile as an ad environment? Bruce Daisley will explain the golden rules of mobile - and outline how Twitter think of building their product for phones.

Rethinking TV commissioning in a multi-screen age

Channel 4

Channel 4 commissioning team in a Q&A forum on commissioning programmes to allow for dual screening and social interaction.

4G: content enabler or changer?

02

How is 4G going to impact content consumption? Will faster and more available access change consumer behaviour and force broadcasters to rethink output to adjust to new audience demands? This Huddle will bring in 4G experts to lead the session and open up debate with the participants.

How will interactive television change your relationship with TV content?

Microsoft

With each passing year the devices we use to consume television content become more powerful - but the actual television experiences do not change. Rarely do we discuss what these more powerful viewing platforms actually mean to the audience's experience and how interactive television shows can change our perception of television. With Josh Atkins, Executive Producer iEB.

Live, local & social

Guardian

With pressure for those operating in the online space to be always on, everywhere and hyper-relevant, is it ever possible to be all three? Join Guardian digital experts [names TBC] working on new projects such as nDICE.com and Comment is Free to share their expertise and facilitate debate on fulfilling this hat-trick.

The future of Branded Content

Framestore

In 2012, Branded Content/Entertainment became a category at the Cannes Lions International Festival of Creativity. Proof, if needed, of the format's gaining momentum and recognition. Sir William Sargent, CEO of Framestore, the Oscar-winning vfx, animation and brand experience studio uses his Huddle to explore the potential of branded content.

Getting human about the future

Google

Real insight comes from applying humanness to data. This session is going to be high energy and highly interactive. We're going to dial up our curiosity and intuition as to what might happen with content in the future based on trends and data we are seeing today. Get ready to have some fun! With Kirk Vallis, Head of Media Solutions.

Creative content lifecycle

Rightster

Making creative ends meet...Can anyone create content now? What should it look like? Will it make money? Who wants in commercially?

What you do on Facebook won't stay on Facebook

Paul Armstrong, Mindshare

We continue to feed big networks with our data, but to what end? The next step for social platforms is to use the data they get inside the network, outside its walls. What does this mean for the future of content?

Are you thinking in Augmented Reality?

Harmonypark

Harmonypark, leaders in the creation of high-spec, rich AR content, will share with you the latest development work they have produced for global brands. Their insights gained and lessons learned along the way will help you steer your approach to AR, delivering delight and utility rather than gimmicks.

Ebb, flow and harmony: can content, technology and audience exist harmoniously?

Videology

We operate in an ever evolving environment where today's must haves are tomorrow's museum relics. From this constant chaos can we create value, longevity and win-win scenarios for all parties?

Screen Life: the view from the sofa

Thinkbox

Screen Life is a ground breaking study from Thinkbox that discovers what really goes on in the homes of multi-screeners. This shift in consumer behaviour is of crucial importance to the advertising industry. Join us to discuss these new insights and discover how the industry is harnessing multi-screening behaviour.

Will I find content, or will content find me?

Shortlist Media / Pearl & Dean

Participants from Shortlist Media and Pearl & Dean offer up contrasting stances on the debate that in the future the consumer will no longer seek out content; rather they will consume content delivered directly to them.

Speaking out: film journalism uncut

Little White Lies

The film landscape is changing rapidly but one thing remains the same: the power of cinema to connect with audiences. One of the sector's most innovative players will explore how audiences are [and will be] engaging with conversations around film both online and off, and how brands can become part of the discussion.

Now or never

JCDecaux

Fast problems are being created for digital OOH. We can now deliver content to the public at the flick of a switch and soon we won't need the switch. Who should govern the content? Could it breach your privacy? Is it offensive? Do you trust it? We'll discuss these and more.

Now you've found those influential bloggers: what next?

Kred

Finding influential bloggers is often the easy part. But once you've found them, what next? Andrew Grill, CEO of leading influencer platform Kred will provide real world examples as well as his own personal experiences of being an influential blogger and advise you what works as well as traps to avoid...

Content and community owners can earn more from selling stuff than selling advertising...

BuyaPowa

How has the traditional reader-offer evolved into an innovative new form of advertising-inventory? As a community or content owner, we'll explore how social-commerce can be used to engage your community and drive serious profit. As a brand we'll discuss how social-commerce drives real advocacy and true engagement.

Why children and pirates come up with good ideas

Hackney Pirates

An interactive introduction to how companies can work with creative educational charities to produce content which is totally original, and does good. The Hackney Pirates gives children the chance to learn while producing REAL things like music videos and poetry slams. Explore what makes their content so appealing.

Come and design a blipp

Blipper

Create a Blipp, in our hands-on Huddle. Challenge other Huddlers to design the best Blipp, then watch as we make the magic happen.

11 AM

TV content: your new companion

Thinkbox

Viewers increasingly interact with TV through a range of 'second screens'. Content creators have been quick to react, developing applications that add to the experience of watching live TV. What exactly are the creative and commercial opportunities on offer to advertisers, brands, agencies and broadcasters, and how significant are they? Panellists include Lindsey Clay from Thinkbox, Simon Daglish from ITV, David Fisher from Sky Media, Simon Cox from Turner Media Innovations and another TBC.

Inspiration: TBC

From an awesome company

Inspiration Huddle by someone awesome.

45 minutes to save newspapers!

News International

We want you to help us solve what the future of newspapers look like! We'll discuss the key challenges all media brands are facing [not just newspapers]: type of content, consumer involvement, product formats, commercial models. We'll have a variety of experts there but we need to collaborate with you!

The digital music evolution: a game

Vevo

With the ever-shifting music landscape, VEVO outlines and demonstrates the varying challenges the industry faces in an interactive session. Understanding the relationships between consumers, artists, labels and advertisers is essential for delivering an engaging music video experience.

Pop style now

MTV / Beviacorn

District MTV will help examine the relationship between music and fashion, historical and future trends and how consumers are influenced.

The Jungle Book effect

ITV

How is a 45-year old kids film still worth millions and how do we make contemporary properties as valuable to clients.

Why care? Why share?

Facebook

One of Facebook's leading creative strategists discusses the reasons behind why people care about content they interact with and what triggers them to share this content. When it comes to content in the connected, authentic world should people and brands act the same? A lively discussion with a twist with Yutaro Kojima, Creative Strategist.

What will audiences really pay for: the story, or the storytelling?

British Film Institute

Audiences are accessing more digital content in more ways...and expectations of 'free' are rising. So what will audiences actually pay for? Is good content enough? Will exclusivity and windows continue to drive value in the future, or will it be the way content is delivered and contextualised? Join the discussion.

Influence Marketing: word-of-mouth at scale

Peer Index

Thanks to the social web, influence is no longer in the control of the few. Positive endorsement from those we trust is a powerful way to drive awareness. Founders Azeem Azhar and Phil Guest will talk about the rise of Influence Marketing and its ability to drive word-of-mouth at scale.

Online pirate treasure hunt

Mindshare, Paid Search

Lots of interesting content gets uploaded on the web every second but how easy is it to find? Discover in our game style Huddle how to use the power of SEO, Paid Search and Biddable Social to 'find' and 'help be found'. Real treasures up for grabs!

Are Smart TV's revolutionising content distribution?

CTVMA

Smart TVs may be gaining household penetration but their place in the new connected TV 'media ecosystem' is still open to debate. So, what sort of 'smart' content will inspire the mass TV audience to see this new medium as an added value extension of their traditional TV experience?

The future of content is face to face

Google+

Google+ with Martina Panagia, Make-Up & Beauty content on Google+

The future of content is data

Haymarket

What does this mean? In 2012, millions of lines of data are freely available to all. But data is meaningless if you don't know how to filter it, visualise it and tell stories with it. Find out how Haymarket, the BBC and Duedil are mixing age-old skills with new, combining deep understanding of audience with sophisticated data manipulation, brilliant tech and the storytelling skills to exploit them.

Is user generated content the most engaging content?

Mumsnet

The networking phenomenon which Mumsnet is part of has driven people to become actively engaged in generating their own content. We will examine how user generated content is far more engaging for a community, sharing advice not from experts but from the real experts 'the users'.

Beyond demographics: why it's increasingly critical to understand consumer attitudes and outlook when building digital strategy

globalwebindex

Thanks to the ever rising involvement in social media and the shift to consume driven media the Internet has become a reflection of consumers and their outlook. Globalwebindex Founder & CEO Tom Smith and his team explore how three demographically identical segments use the Internet in fundamentally different ways. Explore these trends and build a hands on effective social and content strategy.

Emotions are the future of content

Huggity

Experiences are what people cherish. The last minute goal, game saving points or hair-raising three song encore. We're all part of something big. See how Huggity let fans relive their emotions and shape fan experiences. Meet multibillion pixel photo technology integrated with social media and gamification.

Human power: experiencing comedy's emotional connectivity

Sparkle

Using funny to make money: join Sparkle Productions, the UK's leading specialists in branded comedy, to discover exactly how humour power works. A fun and interactive comedy workshop run by Logan Murray will enable you to not only find your own funny, but also experience - first hand - the emotional connectivity which humorous content can deliver.

The changing face of gaming

Disney

The world of gaming is changing with each generation shifting more and more towards multi format use. A panel of gaming industry leaders discuss the rapidly changing landscape and how brands must continue to service traditional content formats as well as new emerging platforms in order to engage with the modern audience and remain relevant and reflective of their lives. Panellists include Paul Brown, VP and GM of Disney Interactive and Disney Music Group, Paul Croft, Co-founder of Mediatonic, Jon Rooke of THQ and TBC panellists from IGN and UKIE.

From vinyl to Vevo

Becca Sawyer, Mindshare Invention

Magazine, radio, blogs, aggregators, and social networks; this is just a glimmer of the world of music discovery. But how and where will the music fans of the future go to find fresh music? A panel with guests TBC.

I love shiny objects

Say Media

Without substance, a unique point of view, and some sparkle, your message can be lost in the online vortex. Editors Rebecca Holman (xoJane.co.uk) and Christine Hanway (Remodelista.com) explain the art of online content creation, while a designer from London's jewellery sensation, Tatty Devine, teaches you to make a fabulous necklace!

The demographic is dead!

Real Smooth Radio

Smooth Radio invites Mindshare to find out what makes 40+ consumers tick. Eavesdrop on a 40+ focus group LIVE in the agency and discover their media habits, the brands they love and loathe, and how best to target the wealthiest consumer group in the UK!

When social media meets the news world

Telegraph

It was not so long ago that the concept of user generated content was seen as avant-garde. Social journalism meant we could all become writers, publishers and editors thanks to web 2.0 and advances in technology. Has Social journalism manifested itself as was once predicted? Join the debate with The Telegraph's social media editor, Kate Day.

You talkin' to me...?: does new technology distract the audience from the main event?

DCM / Filmology

Good content is vital in the creation of great movies, cutting edge TV and memorable advertising. Such content has always fuelled conversation and it is these 'water cooler moments' which often establish the greatness of a particular film or TV show. Does the immediacy of social media, fuelled by new technology, distract the audience from the main event i.e the content.

YouTube: do you have what it takes?

YouTube

A workshop around content creation, with the help of a YouTube partner.

When to app, or when to go to the browser

Microsoft

There are no rights and wrongs in the constantly evolving tech landscape, but this Huddle will attempt to try to make sense of the question "when to app?". Matt Ballantine from Microsoft has spent the last six months talking with people across the marketing industry, and he will bring some of that insight into putting some rigour into making decisions between custom apps for devices or putting efforts into the web browser.

How has Twitter globalised the audiences of sports teams?

Twitter

In a world where sports teams rely on the income from merchandising, Liverpool now competes with the LA Lakers. We're seeing American sports leagues opening offices in European cities. Twitter has been the platform on which this globalisation has accelerated - so what opportunities does this global network offer sports teams and sponsors alike? Lewis Wiltshire, Head of Sports Partnerships hosts the debate.

12 PM

Keeping the lion roaring

MGM

MGM HD will share insight into how the worlds largest modern film library is connecting with audiences and generating commercial return.

The reader experience of the future

Rosie Baring, Mindshare Business Planning

How are e-readers and tablets shaping our reading experience? Is a social, interactive, animated book...still a book? What is Amazon doing with all our reading data? Modern technology is pushing what was a solitary experience into a social and interactive activity - this Huddle will explore the consequences of this.

The mobile tsunami

Enders Analysis

Explosive growth in adoption and usage of mobile devices is transforming the media landscape - overwhelming the moats around traditional businesses, unbundling aggregation models and providing new routes to market. We'll explore the scale and impact of the mobile internet and how it will reshape the content and advertising sectors.

Speed hack-a-thon

Converge+UK

Get a taste of a startup hack-a-thon weekend. Experience the collaboration, creative abrasion and adrenaline of a hack-a-thon startup weekend. Group exercises, user journey mapping, idea validation and a mini Dragons' Den. We'll run through the best bits of a real hack-a-thon so you can experience what it's really like.

The content laboratory

Mindshare, SEO

Mindshare's SEO team invite you to join them in the content laboratory, to explore content through some very cool scientific experiments. Four interactive experiences will show how SEO dark arts and great content work together. There will be cake, racing cars and weird things in jars, so don't miss out!

Which screen comes first?

ITV

ITV's Stephen Poole and Rich Hicks host a discussion session examining the extent to which second screen solutions are overtaking first screen.

Storytime

Guardian

What makes a great story? Where's the truth? Is it how we tell it? Where do you find them? What's your best story? Using live examples of great story telling this is an open debate, a chance for us to tell some stories, hear those of the audience and agree on some principles for great storytelling.

The ebook syndrome: drowning in 99p erotica?

Way with Words

As the race for worldwide eBook domination intensifies, will digital retailers and piracy ultimately devalue books and their creators to the same degree as has already happened to music, or will creativity, the long tail, copyright and market forces provide a win-win for readers and authors?

Mystery Huddle

Mindshare, Invention

Human power: experiencing comedy's emotional connectivity

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2 PM

Setting the social agenda

  **talkSPORT**

In an epic year, sport has set the agenda for 2012. From the last minute finale of the FAFL, Chelsea being crowned Champions of Europe or England's expected penalty failure in Ukraine. Then hero's being born on Super Saturday as the Olympics' eclipsed the country with a golden glow. Find out in this open debate how Sport has driven social from a talent and key event prospective. Panellists include Adam Bullock MD of talkSPORT, Stan Collymore and Andy Gray, both former footballers and TV and Radio experts and Sam Mallerface, host and anchor.

Vision for video

  **Google / YouTube**

We are experiencing a significant shift in audience behaviour, driven by fresh new forms of content, explosive growth in devices, and unprecedented choice in how we watch. How can brands take advantage of this vivid revolution? With Derek Scobie, Video/YouTube Deployment Lead, NACE.

The Only Way is Thursday with Yahoo! OMG!

  **Yahoo!**

This session features a live celebrity interview [TBC] by our very own Yahoo! OMG! editor Julia White, which will be broadcasted to the masses through the power of trusted editorial content and amplified through social channels. Demonstrating that the immediacy of digital media, only fuels our insatiable thirst for celebrity news and gossip on a daily basis.

How would radio survive if all of the radios were turned off?

  **Absolute Radio**

Think of radio as just that box in your kitchen or car? Think again! Absolute Radio leads a debate on what would happen to our industry if 'conventional' radios disappeared - how would content, listening and interactivity evolve in a world of online, mobile, TV, podcasts, apps, video and social media?

Split attention on TV: double opportunity

  **Twitter**

TV has always had to reach out to an audience with divided attention. Only now with Twitter, we can SEE the divide and it can join its users on the other side. How are smart content producers making the most of the conversation happening around them and about them? How can producers use Twitter to deliver a double hit of their brands?

Conversations start where...?

  **Huffington Post Media Group**

Huffington Post Editor-in-Chief Carla Buzasi takes a look at how we consume and communicate news on digital platforms. Learn how to write a attention grabbing posts, how to seed your content, how to write provocative opinion to drive debate without alienating your audience and what it takes to get published on the Huffington Post. Bring along your blog topic ideas/content for a chance to be published on Huffington Post UK.

How consumers and social media shape and create content and equally how does content get used and proliferated by consumers

  **Bauer**

"Is this a virtuous circle or a broken wheel?" Utilising the wealth of talent, editors and programmers Bauer wish to investigate and invite debate and Q&A around the simple question, "how and where does great content come from, and how and where it is then consumed and shared?"

Tailored TV

  **Virgin Media**

Driving as many customer content experiences as possible is fundamental to the success of a future facing platform business. Let us share our thoughts and create debate around how the success of this is powered by Multi-platform, data and fibre optic broadband...! Well that's what we think....

Alternative content, or event cinema: Where do we go from here?

  **Event Cinema**

Digital cinema and Livecasting offers cinemas a lucrative new revenue stream and an innovative marketing opportunity for an increasingly diverse range of content providers. Marketing the content remains a challenge as does convincing content providers of the benefits of a theatrical release. We explore the commercial opportunities of livecasting and how best to engage and educate audiences, content providers and the media.

Piracy! You wouldn't download a car (but you would if you could)

  **Andrew Mclean, Mindshare Client Leadership**

An overview of the much-maligned pirate, but are they just a misunderstood bunch of over-eager content-hungry fans? For those that upload, what's the incentive? And how easy is it to download illegally? And more importantly, don't current content distributors have to rethink their plans?

Emergency: news overload

  **LinkedIn**



We are all now filmmakers, writers, photographers, publishers and commentators. With this comes a new challenge - how to sort the wheat from the chaff? The social stream is one way. Curated content is another. What about serendipity? We fell in love with the internet because it broadened our horizons. Can we have our cake and eat it?

Mobile application consumption: the biggest content revolution of our lifetimes

  **Flurry**


Flurry, with its unique insight into the usage of over 235,000 applications around the world, will take you through what they're seeing from their perspective - a journey through smartphone and tablet adoption, expected growth, time spent inside apps how apps are disrupting the world and how we interact between phones, tablets and TVs.

The alternative BFI (Brand-funded Film Industry)

  **Elevenfiftyfive**

Since 2008 elevenfiftyfive have been working with brands to connect with audiences through film whilst supporting the film industry. Understanding that shared objectives, reward and utility are key to success, elevenfiftyfive will talk through emerging areas of film open to brand partnerships.

Everyone who's making tablet apps has got it wrong...

  **Haymarket**

...at least everyone in book and magazine publishing has got it wrong. Apps are not books or mags, they're apps. So why do publishers try and make them just like their print products but with bells on? This is not smart because the emphasis becomes the bell not the story. The remedy is simple. Warning! This session includes scenes of a graphic nature.

On demand: prime time, anytime

  **Sky**

In this participatory session there will be a focus on Sky's own experience of how VOD is changing customer behaviour, and the likely effects on content. Be the first to hear Sky's new VOD research, and compare the findings with your own behaviour.

Mystery Huddle

  **Mindshare, Invention**

Come and design a blipp

  **Blipper**

Create a Blipp, in our hands on Huddle. Challenge other Huddlers to design the best Blipp, then watch as we make the magic happen.

No such thing as a free lunch: how will digital content be paid for in the future?

  **Nick Adams / Freemium**

The economics of digital content are constantly changing, from ad-funded to subscription-based, and everything inbetween. New revenue models (e.g 'freemium') and new delivery methods (e.g tablets) are revolutionising the music, games, news and video/film industries. Panellists including Spotify, Outfit 7, Enders and YouTube will seek to understand the digital content revenue models of the future.

Human first, brand second?

  **Microsoft**

Social media, another way to drive traffic to your website, or a way to connect with your consumers on a human level? Both approaches have merit but one is measured by 'money' (return on investment) and the other measured only by 'love' (engagement). In a world of connected experiences, the consumer, not content, is king. Brought to you by Dave Coplin, Chief Envisioning Officer, Microsoft Advertising.

Oh! To be a filmmaker

  **Shooting People**

Shooting People will explore how falling hardware costs and vast digital routes to market effect filmmakers and content producers in 2012 and beyond...

Gamestorming

  **Converge+UK**

Bringing the power of play and game mechanics to create a space and provide a process for exploring ideas, products and decision-making. The best ideas and creativity emerge from a place of positivity and play. We'll practise a couple of games to demonstrate how gamestorming is different to normal brainstorming.

Play it again Sam: the future of music and the dilemma of choice

  **This Is Global**

Music. It's hard to imagine life without it. But what will it look like in the future and who will we place our trust in to help guide us to the new? With access to more music than ever before, is too much choice stopping our discovery of the new?

Beyond movies and munchies

  **Picturehouse**

Redefining what it is to be a cinema chain, Picturehouse cinemas will talk through their journey from regular cinema chain to entertainment space, exploring the developments in digital technology, virtual programming, distribution and brand partnerships.

For the love of film

  **Straight 8**

With an obsession on all things digital, straight 8 will talk through a true celebration of the craft and creativity of filmmaking on film.

The neverending story: generating content from narrative

  **TH_NK**

How do you take a finite story like a scripted drama and open it up to interaction, participation, and embellishment while preserving the integrity of the original narrative (and not pissing off the writer)?

Forces for change: working with documentary campaigns

  **Britdoc Channel 4**

Documentaries are a powerful force for change - they have a transformational quality which inspires people and organisations to ENGAGE and to ACT. How can brands and documentary filmmakers partner together to communicate what matters to them most and inspire change?

New news

  **ITV**

The evolution of instant news platforms and discussion around the consumer's relationship with news in a media revolution.

3 PM

For your eyes only

  **Mindshare**

Challenging a 'Minority Report' future, not just in indoor (in that digital screens can recognise your gender, mood, facial expressions etc.), but across mobile, online and TV. What will be the impact on these new technologies be to the consumer and the media landscape? What about privacy laws and how will this impact what content is delivered? Panel featuring Google, Primesight, O2, Enders and Addressable TV.

Audiophiles

  **Mindshare, SEO**

Introducing Super Times: an app that provides curated audio content, tailored to your tastes. Featuring a discussion on the future of digital listening hosted by the creators of Super Times, accompanied by an 'audio experience', where participants will enjoy a themed mix of stories, opinions, sounds and music.

How device and viewing context affect content. And vice versa.

  **Sky**

Hear about Sky's latest research into how different devices are used in the home, and how behaviour differs from family to family. Then let's discuss: what are the key drivers are for viewing on different devices?

What on earth is a 'social video'?

  **Unruly**

In this interactive quiz session Unruly Media will bring key findings from the Unruly Social Video Lab. Myth busting, showcasing the most shared global video content and highlighting research findings on why people hit 'share'.

Back to the (mobile) future

  **Say Media**

Stuart Miles, Pocket-lint.com founder, will look into the future of mobile functionality as you "build" next generation mobile devices in teams using provided materials and your imagination. Bring vintage mobiles for inspiration and a chance to win a prize from BlackBerry. The most innovative mobile design will also be rewarded!

4 PM

21st century news with the Huffington Post Media Group

  **Huffington Post Media Group**

HPMG Editor-in-Chief Carla Buzasi, Political Director Mehdi Hasan and a panel of experts (TBC!) discuss and answer questions on the continuing rise of blogging and social media in news curation. Who now sets the news agenda? We will discuss how social continues to change the landscape for journalists. What does the future look like? And how do journalists, MPs and even the public keep up?

Social communication as a creative canvas

  **Facebook**

Keynote inspiration session by Mark D'Arcy, Director of Global Creative Solutions.

Audience or content?

  **Google UK**

Where content and audience are the same, is that true in the future?

Balloon debate: product placement

  **Unilever**

Moderated by Richard Brooke, Senior Communications and Buying Manager, Unilever. Blurb TBC!

Zoo by Google

  **Google**

Blurb TBC.

Meet the millennials

  **Mark Creighton & Tendayi Chivero, Mindshare**

The non-linear, on-demand, mashable consumers of content are upon us and they don't fit the audience definitions of any marketing model. Come and meet them to determine if they even deserve a definition?

Have you got the X factor?

  **Mindshare, Invention**

Learn about the latest trends in content that are powering the new programmes to hit our multiple screens next year and then put your skills to the test and develop your programme format. The team who develops the winning format will receive exclusive tickets to the recording of a prime time TV show!

Books, networks and souvenirs

  **Unbound**

Publishing is all about networks. And books have always been widely distributed objects. But what does it mean that books themselves can now be networked objects? And what happens to content when we take away the covers? Crowdfunded publisher Unbound leads a discussion about where books and publishing could be headed next.

The dynamic brand vs. the dynamic consumer

  **thisMoment**

What is the dynamic consumer and how can brands manage their experiences within a chaotic online and social world?

The future of the cinema is mobile not multiplex

  **Luna / Rooftop Cinema**

Exploring the success of the popup. Is this the future or a passing craze? We will discuss the idea that in response to the public's disengagement with the multiplex cinema experience, a new innovative, more challenging form of cinema has evolved. From petrol stations to rooftops, London has become the world leader in this new form of cinema.