The agenda is finally here, which means it’s almost time to Huddle! We can’t wait to explore *The New Era of Influence* with you.

We’d like to take this opportunity to thank all of our Huddle participants this year for their contributions in creating such fantastic Huddle and Off Huddle agendas.

With over 100 Huddle sessions to choose from, we know you can’t attend everything. But fear not, we’ve created our very own Huddle hub where you’ll be able to catch up on all that you’ve missed. Just visit: mindshareworld.com/uk/huddle

We’d like to say a special thank you to all our very generous partners this year:

![partners_logos](image)

*HOW DO I BOOK MY HUDDLES SESSIONS?*

You will need to book all Huddle sessions via our ‘Huddle 2018’ app. The app will be available for download on Tuesday 6th November. You can only sign up for Huddles at 09:30 on the day of the event. Each Huddle is first-come first-served so be at the ready!

Look forward to seeing you on Thursday 15th November to explore *The New Era of Influence.*

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**RUNNING ORDER FOR THE DAY**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>08:30</td>
<td>BREAKFAST</td>
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<td>10:00</td>
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<tr>
<td>18:00</td>
<td>HUDDLE AFTER PARTY</td>
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<tr>
<td>22:30</td>
<td>TIME TO HEAD HOME</td>
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* @MINDSHARE_UK  @MINDSHAREUK  MINDSHARE UK  #MSHUDDLE
THE NEW ‘EAR’ OF INFLUENCE
Acast
Head to Yoda to hear about the new ‘ear’ of influence: a deep dive into Huddle’s ‘human’ theme from the perspective of the audio influencer. Experienced guests will share their stories of the past, present and future of influence and we’ll want to hear from you too! Hosted by Heart FM’s Kat Shob, guests include star of the phenomenally popular Private Parts podcast, Jamie Laing, and one of the original influencer marketers, Sam Shetabi – formerly of Gleam Futures and now handling podcaster relations for Acast.

DO DEMO IS DEAD: HOW TO CREATE MORE INCLUSIVE ADVERTISING
BLIS
Join Blis as they explore the influence of hidden biases within advertising. This industry is overly reliant on demographic labels when it comes to profiling and targeting audiences, and so is failing to reflect the kaleidoscope of society in the way it plans and delivers advertising. Using demographics is not inherently bad, but being over-reliant on them or making sweeping assumptions based on them can be.

In this session, Blis will be challenging reductionist profiling methods, sharing stories of their own experiences of stereotyping and exploring how they can take action to make more inclusive advertising.

WHY ARE WE OUR OWN WORST INFLUENCERS?
CANVAS8
There’s no doubt we all want to be good people, but that doesn’t stop us getting on the bus without paying or illegally streaming films. We’re pretty good at bending the rules and it’s our ingrained biases that we have to blame. This session will focus on the psychology of influence and question why we’re not actually as good as we think we are.

Joined by Dr Mario Campana, an expert in consumer behaviour, Canvas8 will invite the audience to explore the scientific theory behind human biases and take part in the experiments that underline them. This session will unpack the factors that influence decision making and demonstrate the importance of understanding why people’s good intentions aren’t always followed through.

RAINCOAT OR BIKINI?
MINDSHARE GROW
You’re in a crowded Build-a-Bear, stuffed ted in hand. It’s time for the toughest question yet: raincoat or bikini? Raincoat is safe – it is November after all. But, the yellow polka dot bikini... It’s bold, a little risqué and should avoid the ‘tossed in a corner’ treatment. But could it be a pricey mistake?

Join Mindshare Grow to find out which option won and explore how psychological dynamics impact CACs as they Build-a-Brand.

DO BRANDS NEED TO START MARKETING TO WOMEN CORRECTLY?
AUTO TRADER
Women are the key influencers in the car purchasing decision and, more often than not, are the end user too. What’s more, with women soon to be owning 60% of private wealth globally, more women than ever are financially independent, a trend only set to increase.

So why, in today’s challenging marketplace, where every sale counts, are we still failing to market to women correctly? Attracting and retaining more female decision makers, marketers and salespeople will not only help drive innovation and creativity across automotive, but it will be vital for brands’ growth in the months and years ahead.

COULD THE FUTURE OF INFLUENCERS BE COMPLETELY VIRTUAL?
BUZZOOLE
Buzzole will host an interactive panel covering the trending topic of virtual influencers. But is there space for a future with virtual influencers? Can computers create characters we can truly relate to, that offer the human touch of influencers?

The panel will be joined by Cameron-James Wilson, founder of The Digitalis and creator of virtual super-model Shudu, Gwilym Pugh, a fashion influencer and photographer, Buzzole’s Chief Commercial Officer, Ian Samuel, and VR & AR pioneer, Dave Ranyard. The audience will be asked to recognise real influencers versus virtual ones, and will actively shape the discussion from the beginning.

HOW COMMUNITY DISCUSSION DRIVES SALES
MUMSNET
Whether you want to know how to get red wine out of a carpet, what the best short haul holiday with triplets might be, or what the most effective oven cleaner is - Mumsnet’s community, of 8m unique users and 14m monthly viewers, has the answers to all of life’s questions.

In our Huddle session Mumsnet will aim to not only answer any product query – but will demonstrate how even a small group of users on a thread can pack a big influence when it comes to driving click through and sales. Join us for a fun and interactive session...at the very least you will leave knowing how to get that red wine out of your cream carpet.

HOW DO PEOPLE ACHIEVE GREATNESS?
NEW SCIENTIST
How do you achieve greatness, and how do you get the best out of others? It’s not just through strength of will: genetics not only underpins the abilities and capacities that influence complex skills, it influences the environments that we seek out for ourselves.

In this talk, New Scientist Managing Editor Rowan Hooper uses examples from his new book Superhuman to show that it no longer makes sense to try and separate nature from nurture as two different forms of influence.
HAPPINESS BY DESIGN
OATH
In this new era of influence, humans remain the most powerful force for influencing other humans. However, in order to be at our most influential, we must understand our own value systems and what we want to be known for.

In this session, executive coach and mindfulness teacher Palma Michel will share three secrets about your brain that can radically transform your life and will empower you to act according to your values, even when in stressful situations. This Huddle will include a guided meditation and mindfulness exercise.

BOTS ARE DEAD, LONG LIVE THE BOTS
QUARTZ
This session begins with the most important tools for a bot: pen and paper. Quartz will discuss the field of conversational design and the rise of different types of bots. They will argue that bots are the new influencers, moving beyond social media’s one-to-many broadcast model and providing personalised, engaging, and evolving experiences over time. They will then look to the future of conversational design and highlight key trends across the industry.

HAVE WE GOT NEWS FOR YOU!
REACH PLC
Coming to Huddle this November is the premiere of ‘Have We Got News For You’, hosted by Russell Kane. With their portfolio of nationally renowned editors and their strong opinions on the hot news of the day, there will be provocative debate and a whole lot of laughs.

The session will demonstrate how important it is to recognise the vast influence of our newsbrands, and the opinion-led debate they generate on a daily basis. Reach’s editors’ ability to shape their forward-thinking content, in addition to the recent changes to their portfolio, allow them to continually set national agendas. Reach is bringing these people to you.

SWIM FAST OR SINK: DIGITALLY NATIVE BRAND DISRUPTION
WUNDERMAN COMMERCE
A provocative and engaging presentation focused on how digitally native brands are disrupting the concept of Brand in the online space and how innovative brands from Boeing to Unilever have built nimble innovation into their product development cycle historically and how it is transforming in the New Era of Influence.

BEHIND THE HEADLINES
THE GUARDIAN AND THE OBSERVER
These are turbulent times for the news media. We live in an age in which audiences have splintered, as social giants provide instant access to news from myriad sources.

So, in an era when everything is questioned, what does it take to break a story with real world impact?

Join Carol Cadwalladr, the journalist that broke the Cambridge Analytica story along with The Guardian’s commercial features editor, Imogen Fox, and The Observer’s editor, Paul Webster. They will take us behind the scenes; the people, processes and considerations involved in investigative journalism, and the importance of trust to newsbrands in the 21st century.

WHAT’S TRENDING IN 2019? FUTURESCOPING WITH MINDSHARE FUTURES
MINDSHARE FUTURES
Mindshare’s 2019 Trends are revealed for the first time at Huddle. Join the Futures team at one of their workshop sessions to Futurescope the latest trends in depth. Can you imagine how each trend is going to develop and map out what the future might look like? Compare your futurescoping to those of your colleagues and see which insights are provided every time we open Spotify.

WHAT’S MORE IMPORTANT IN A MESSAGE?
XAXIS
What’s more important in a message? What it says, who says it or where it’s said? More on Trends to be announced shortly.
11:00

PEERING OUT FROM THE CIRCLE OF INFLUENCE
ADLUDIO
Adludio will be inviting three well-known influencers for a Q&A. All have been paid by brands to influence their hundreds of thousands of followers and represent various brands/products.

The session will explore their views on influence, digging into the brands they've promoted, their motivations and how far they believe their influence will go. Open and honest is advertising's latest buzz - is it a far, what does it hold for the future, will it die out quickly? It's a fast-paced world, with human media consumption becoming more fragmented and consumers having more choices in product/brand/variety than ever before, Adludio's Huddle will explore the role of influence within it.

RATE MY INFLUENCE: THE ULTIMATE CREATOR CHALLENGE
BUZZOOLE
A highly interactive session that looks at authentic content creation, and how and why it is so effective in influencing human behaviours. Buzzoole will challenge the audience to vote on a series of posts - identifying what they believe was the most engaging and comparing them with the real campaign results. Then the audience will be split into four groups, each accompanied by a Creator. They will be handed a brief and a box of products from which to create their own piece of content. Eventually, the audience will come together for a final recap and will be asked once again to vote on the submissions created by the groups.

WHY ARE WE OUR OWN WORST INFLUENCER?
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There's no doubt we all want to be good people, but that doesn't stop us getting on the bus without paying or illegally streaming films. We're pretty good at bending the rules and it's our ingrained biases that we have to blame. This session will focus on the psychology of influence and question why we're not actually as good as we think we are.

Joined by Dr Marco Campana, an expert in consumer behaviour, Canvass8 invites the audience to explore the scientific theory behind human biases and take part in the experiments that underline them. This session will unpick the factors that influence decision making and demonstrate the importance of understanding why people's good intentions aren't always followed through.

WILL THE INFLUENCER BUBBLE BURST?
CHANNEL MUM
This main session will be delivered by the UK's original parenting influencer – Sabina Fedagold, OBE, founder of UK's fastest growing and multi-award winning mummy influencer publishing community, ChannelMum.com.

Nina Hossain will be chairing a stellar expert panel including one of the UK's biggest influencers, Louise Peatland. The panel will probe the current hottest marketing trend and explore whether influencers are now a vital and authentic grass-roots link to consumer spend – or simply overpaid amateurs who lack the expertise and trust to be an essential marketing tool. This explosive session will influence you to consider your current perception.

MEDIA AS A FORCE FOR SOCIAL CHANGE
CNN
CNN's multi-award winning Senior International Correspondent, Nima Elbagir, will be in conversation with Blathnaid Healy, Director EMEA, CNN Digital. They will be discussing the continual power of human storytelling and how reach and impact is being amplified thanks to both media innovation and digital advancement.

The session will give attendees an understanding of how stories achieve cut-through, with reference to recent CNN reporting, including Elbagir's Libya slavery investigation. The session will also explore the digital methods CNN is currently using to maximise reach and the key advancements they are anticipating in the industry.

DIVERSITY, IDENTITY AND REPRESENTATION
COG RESEARCH
There's a lot of talk about diversity. Our industry wants to be more diverse in makeup and output. But do we really understand what diversity means? This interactive session looks at how we see ourselves, how YOU see yourselves, how we feel about how we are represented and how media can make a difference.

LOVE CONQUERS ALL: THE UNRIVALLED INFLUENCE OF ITV2'S LOVE ISLAND
ITV
Got a text... Love Island is coming to the Huddle and you're not going to want to miss this!

This Huddle will delve into Love Island's influence through an interactive panel session, coupling up with the Exec Producer, Commercial Director & the islanders themselves. It will give you a 360° view on how ITV made the show a global hit, how brands harnessed the power of the show's influence, and finally an up close & personal chat with two of your favourite islanders, who will tell all about how becoming influencers has changed how they think and feel. So where is your head at? Come and join ITV pull the panel for a chat and let's do this!

ALWAYS RIGHT? STOP – GET CLOSE, CREATE EMPATHY AND DRIVE INNOVATION
MICROSOFT ADVERTISING
Over one billion people have disabilities globally and innovating to service tomorrow's diverse world has become critically dependent on making good on empathy. If a true representation of ALL were included at the beginning of any project, how different would your work look? Practise methods to ignite a cultural transformation from know-it-alls to learn-it-alls; methods that have sparked world changing innovation at Microsoft.

Join Mu DePalma, Senior Global Multicultural & Inclusive Marketing Manager at Microsoft, as she uses their technology and principles to test assumptions and provide tips & tricks on how to make your teams produce inclusive marketing. Walk away empowered to create a growth mindset within your team, ready to create the next big thing for your clients.
11:00

**TV BOUNCES BACK: THE SMALL SCREEN IS THE NEW BIG SCREEN**
*MINDSHARE IN CONVERSATION WITH BAUER MEDIA & CHANNEL 4*

This Huddle will investigate the influence of TV and how it has re-established itself as the pinnacle of entertainment. The main focus of this discussion will be looking at the emergence of longer form, more cinematic, television, and the idea of binge-worthy boxsets as being the method of choice for consuming TV.

Discussions will lead on to trends over the next two to four years, taking a closer look at the technology that could impact how TV is viewed, and the cultural impact TV will have. There will be a social hashtag where the audience can ask questions that will be pulled into a Q&A at the end of the panel.

**WHY IS EVERYTHING SO AWFUL?**
*NEWS UK*

Celebrated Times columnist, Hugo Rifkind, in conversation with Mindshare UK CEO, Helen McRae, to discuss how the rise of fake news and manipulated influence have disrupted not just the traditional news value chain, but the very foundations of the society in which we live.

A regular writer and commentator on these topics, Hugo will discuss how algorithmically driven content distribution, the fight for clicks and ad revenue. How global actors have created a malign information infrastructure that has undermined the political and social norms around how we vote, interact and behave.

**BUILDING AND BREAKING TRUST FOR BRANDS AND US**
*THE HOBBBS CONSULTANCY*

Rather than seeing Trust as this big, vague idea, The Hobbs Consultancy seeks to understand exactly what builds and breaks trust, exploring trust from a psychological viewpoint and reflecting on what this means for us and our (work) relationships. How does this extend to our work with brands and consumers? How might this change in a world that is increasingly self-monitoring and inauthentic?

**WHAT’S TRENDING IN 2019? FUTURESCOPYING WITH MINDSHARE FUTURES**
*MINDSHARE FUTURES*

Mindshare’s 2019 Trends are revealed for the first time at Huddle. Join the Futures team at one of their workshop sessions to Futurescope the latest trends in depth. Can you imagine how each trend is going to develop and what this means for the future of trust and who the authority baton is likely to land with next.

**HOW TO TRANSMIT A MESSAGE FROM YOUR BRAIN TO ANOTHER BRAIN**
*NEW SCIENTIST*

In this talk, Justin Munlin, Editor of the New Scientist, will explore the cognitive machinery involved in communication. Warning: attendees must be prepared to participate in some daring thought experiments.

**SURPRISE! HOW THE INTERNET KILLED SERENDIPITY**
*WETRANSFER*

It takes a certain bravery to defy conventional wisdom, to willfully say goodbye to the herd and try to find pastures new.

In this Huddle session WeTransfer will run a workshop on how thinking differently can work for people and brands, drawing on the experience of working with genre-busting creatives such as Björk, Mandy Barker, FKA Twigs, Ryan McGinley, 88Rising and more. Participants will learn to embrace serendipity, question their influences and think expansively.

**DEEP FAKE: THE ULTIMATE TEST OF YOUR TRUST**
*THE TELEGRAPH*

The Telegraph wants to introduce you to the next big threat: Deep Fake. A threat that has the power to totally disrupt.

They will chart the history of trust, and delve into how authority fell to social media, the rise and demise of citizen journalism. With help from ASI Data Science, the company behind the AI tool blocking ISIS terror videos, they will demonstrate Deep Fake. Together they will show how visual effects are now so realistic and how they can go viral, sending stock markets into tailspins.

This session will conclude by looking at what this means for the future of trust and who the authority baton is likely to land with next.

**THE BIG BRAIN QUIZ**
*NEWSWORKS & NEURO-INSIGHT*

We are all in the business of influencing behaviour, but what do we really know about the psychological impact of advertising? How can neuroscience help us to better understand what’s happening in the brain when people are exposed to ads, so that brands can boost their influence in the future?

To find out come along to the ‘Big Brain Quiz’! In partnership with Neuro-Insight, Newsworks will be asking how much you know about the workings of the brain and exploring what goes on in people’s minds when they are exposed to advertising in different environments. Plus, you’ll have the chance to be crowned ‘Mindshare’s Biggest Brain’ so don’t miss out!
### KSI: INFLUENCING SPORTS MEDIA & ENTERTAINMENT FOREVER

**AFTER PARTY STUDIOS & OP TALENT**

When Olajide William ‘JJ’ Olatunji – better known as KSI – started filming himself playing FIFA in his bedroom, it never occurred to him that one day his influence would lead him into three record breaking boxing fights.

After Party Studios gets into the mindset of just what it takes to go from YouTube to Boxers, explores the effort that goes into putting on a spectacle watched by millions globally with Liam Chivers (OP Talent) and gets the low-down on documenting the whole experience from close-up and in-depth to post-fight analysis. JJ and KSI pose the question to Sports Presenter Layla Anna-Lee and our audience: has this changed the face of sports media & entertainment forever?

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### PSYCHOLOGY OF SHOPPING AND SHIFTING INFLUENCES

#### CRITEO

**PSYCHOLOGY OF SHOPPING AND SHIFTING INFLUENCES**

**CRITÉO**

Since the dawn of shopping, human psychological factors have dictated how what and when something is purchased. The drivers spurring shopping behaviour have varied from survival to comfort to aspiration.

What does the future hold? With the growth of technology fostering the ease with which we shop, how will this impact the psyche of the shopper? What will influence them and how will it manifest itself?

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### ALGORITHMS AND THE HUMAN TOUCH

#### DENNIS

**ALGORITHMS AND THE HUMAN TOUCH**

Automation and algorithms are already changing our lives, but at what risk? Are we creating division and exclusion? Might we end up relying on computers that don’t fully understand the context and make the wrong decisions?

To help answer these questions, we have Applied Futurologist, Tom Cheesewright, co-founder of US AI, Pete Trainor, journalist Sara Driscoll and co-founder of RedBud Partners, Chloe Grutfield.

This expert panel, chaired by PC Pro editor-in-chief Tim Danton, will look to the next few years from a consumer and business standpoint. What could we gain if we carry on the same path? And what could we lose?

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### THE DOMINANCE OF THE FILM FRANCHISE

#### DIGITAL CINEMA MEDIA

**THE DOMINANCE OF THE FILM FRANCHISE**

**DIGITAL CINEMA MEDIA**

Star Wars, Harry Potter, the Avengers, Fast & Furious, Toy Story... These are what box office dreams are made of. Film franchises are the magical ingredient that secure record-breaking revenue figures. They have both shifted and defined cultural trends since their beginnings and remain highly anticipated by hardcore fans. These tried and trusted brands have built-in awareness with audiences, promising familiar characters and bigger and bigger action sequences.

With some of the industry’s biggest film franchises returning to UK cinemas next year, Digital Cinema Media will be asking what makes an influential brand in British cinema and will discuss what the biggest firm of 2019 will be.

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### THE AGE OF ASSISTANCE

#### GOOGLE

**THE AGE OF ASSISTANCE**

**GOOGLE**

Every year the world gets a little more complex. Whether we’re trying to get things done with political and economic uncertainty, or just navigating the bewildering array of choices in everything from what we eat to what we watch on TV, we need new approaches to help us make sense of it all. In the emerging age of assistance, consumers are becoming increasingly accustomed to having their needs not only met, but also anticipated in advance.

In this Huddle, Google will share their thoughts on the impact of increasingly assistive technology on user behaviour.

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### INFLUENCER MARKETING: PLAY YOUR CARDS RIGHT!

#### INDAHASH

**INFLUENCER MARKETING: PLAY YOUR CARDS RIGHT!**

**INDAHASH**

Influencer marketing experts, indaHash, will be hosting a two part session.

1) Take part in an interactive gameshow where you will be asked to bust some myths about the future of influencer marketing for a fantastic prize of afternoon tea for two at London’s most Instagrammable restaurant, Sketch.

2) A hot debate with indaHash’s Chief Partnerships Officer, Abigail Morrish, and one of Instagram’s top travel influencers, @sharonyws, to cover off some of the big myths about influencers and how to get the most from them.

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### BRANDS THAT GET ME: ADVERTISING IN THE SOCIAL MEDIA AGE

#### LADBIBLE GROUP

**BRANDS THAT GET ME: ADVERTISING IN THE SOCIAL MEDIA AGE**

**LADBIBLE GROUP**

We’re in the midst of a social revolution, where the often under-represented now have a positive and influential voice. Nowhere is this more apparent than in the content and brands we engage with on social media. LADbible Group, as the world’s biggest youth social publisher, knows this better than most and can teach brands and agencies a thing or two about how to speak to this audience in an authentic and relatable way.

In this session, we’ll hear from one of the industry’s top social experts about how forward-thinking brands and agencies can speak to this audience in an authentic and in authentic relatable ways.

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### TAMING THE HOARD: HOW TO GALVANIZE THE MODERN FOOTBALL FAN

**TAMING THE HOARD: HOW TO GALVANIZE THE MODERN FOOTBALL FAN**

**MEDIA CHAIN**

The average Premier League season ticket now costs £653 and many fans have moved their attention online. The modern football fan is used to a complex, multi-faceted viewing experience with limitless access to content and players. As traditional broadcast declines and social platforms ascend, how can brands navigate this new multi-channel fan perspective? Since 2012, SPORF have been relentlessly trawling and testing what content best ignites conversations among fans.

Using live audience content, Nick will be demonstrating how to make your content capture their imagination. Huddle will be the first time he has shed light on his platform tactics.

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### HOW CAN YOU EXTEND YOUR INFLUENCE IN A VIRTUAL WORLD?

#### HARVARD BUSINESS REVIEW

**HOW CAN YOU EXTEND YOUR INFLUENCE IN A VIRTUAL WORLD?**

**HARVARD BUSINESS REVIEW**

How does influence change when we live and work more and more in the virtual world? As we’ve switched to virtual communications, we haven’t fully realised how emotionally empty they are. How do we measure their success or failure? We no longer get the feedback we used to get. The influence equation changes completely. How will it change further in the next few years?

This interactive session begins by asking how participants have seen their influence grow or wane in the online world. It then moves on to discussing how we can ensure that our voices are still heard.

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### TOO INFORMED TO BE INFLUENCED BY ADVERTISING? THINK AGAIN!

#### CHANNEL 4

**TOO INFORMED TO BE INFLUENCED BY ADVERTISING? THINK AGAIN!**

**CHANNEL 4**

Would you like to double the effectiveness of your advertising communications? Of course you would.

Come along to this interactive session where Channel 4 will explore the power of context in your campaigns, and how it affects your opinions of advertising.

Channel 4 have broken the mould with a world-first AI-driven approach to delivering contextual advertising for linear TV.

Channel 4 and Radio 1 star Matt Edmondson will tell you more about it and invite the audience to participate in some fun and games, while Matthew Thompson from Durham University’s Biotechnology Department will explain the science behind its success. You won’t have seen anything quite like this!
THE FUTURE OF INFLUENCER MARKETING & VISUAL SEARCH
PINTEREST
Pinteres's session will lock off with a panel discussion featuring some of the UK’s best known influencers discussing the influencer landscape and its future. It will also showcase the future of visual search on Pinterest.

The session will end with a fun donut decorating workshop, based on Pinterest trends.

DIGITAL ACTIVISM: #YOURVAGINASFINE & MORE
REFINERY 29
Join Refinery29 for a session of activist conversation, as we present our latest purpose-driven initiative #YourVaginasFine because... it really is!

We will draw inspiration from our fierce Women’s March posters, ideas behind our #StopSkirtingTheIssue campaign and Rag Week, which aims to de-stigmatise our #StopSkirtingTheIssue campaign and Rag Week, which aims to de-stigmatise. Instagram, as well as digital portraits of our subconscious.

IMPROV ONE-OH-FUN: PLAY YOUR WAY TO DIVERGENT THINKING!
THE OFFER BANK
A fun, physical improv session to put you back on the path to divergent thinking. Society is geared to convergent or solutions-based thinking and it’s stifling early creativity and a wider understanding of – or even future relationships with – clients and consumers.

The Offer Bank will help you check in with your cognitive bias and use improv to help you explore further options in a creative safe space. We’ll be conducting a group thought experiment to demonstrate the need for a seismic shift in our attitudes towards mental health, and using the example of our upcoming Music For Mental Health event (featuring the likes of Ed Sheeran and Anne-Marie) to examine how brands are finding new audiences through real world experiences and corporate social responsibility.

#IAMWHOLE/MUSIC FOR MENTAL HEALTH
SPIRIT MEDIA
Kicking off with a live performance by Rizzle Kicks’ Jordan Stephens, our event will address how we can use music to make a meaningful difference in the mental health space and in the lives of young people.

We’ll be conducting a group thought experiment to demonstrate the need for a seismic shift in our attitudes towards mental health, and using the example of our upcoming Music For Mental Health event (featuring the likes of Ed Sheeran and Anne-Marie) to examine how brands are finding new audiences through real world experiences and corporate social responsibility.

WHAT’S TRENDING IN 2019? FUTURESCOPING WITH MINDSHARE FUTURES
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Mindshare’s 2019 Trends are revealed for the first time at Huddle. Join the Futures team at one of their workshop sessions to Futurescope the latest trends in depth. Can you imagine how each trend is going to develop and map out what the future might look like? Compare your futurescoping to those of consumers featured in Mindshare’s latest piece of research. Are marketers really from Mars after all? More on Trends to be announced shortly.

MINDSHARE PURPOSE & SAM CONNIFF
It’s better to be a pirate than join the navy

MINDSHARE PURPOSE & SAM CONNIFF
Professional rule breaking that gets shit done, but doesn’t get you fired is the next essential 21st century skill. Join Sam Conniff and the team behind Mindshare Purpose to find out how you personally can accelerate the shift to purpose-driven business.

Sam is the author of Be More Pirate and is a consultant for Heineken, Mercedes and Lego. Sam believes we can learn from the Golden Age of pirates. Pirates didn’t just break the rules, they rewrote them. They didn’t just reject society, they reengineered it. Pirates faced a self-interested establishment, industrial-scale disruption and an uncertain future. Sound familiar?

THE DO’S, THE DON’TS, AND INSIDE TRACK ON LOVE ISLAND
MOBSTA
A fireside chat with Alex Miller from Love Island who was named Specsavers Spectacle Wearer of the Year. Hear about his time on Love Island and the work he’s doing with Specsavers and other brands. Find out if he sees himself as an influencer and what impact his work he’s doing with Specsavers and about his time on Love Island.

Draw inspiration from our fierce Women’s March posters, ideas behind our #StopSkirtingTheIssue campaign and Rag Week, which aims to de-stigmatise, our #StopSkirtingTheIssue campaign and Rag Week, which aims to de-stigmatise.

The art and science of emotions is brought to life as the audience can test Unruly’s facial coding for themselves, or participate in Visualogical, and create a digital portrait of their subconscious.

FUTURES TEAM AT ONE OF THEIR WORKSHOP SESSIONS TO FUTURESCOPE THE LATEST TRENDS IN DEPTH. CAN YOU IMAGINE HOW EACH TREND IS GOING TO DEVELOP AND MAP OUT WHAT THE FUTURE MIGHT LOOK LIKE? COMPARE YOUR FUTURESCOPE TO THOSE OF CONSUMERS FEATURED IN MINDSHARE’S LATEST PIECE OF RESEARCH. ARE MARKETERS REALLY FROM MARS AFTER ALL? MORE ON TRENDS TO BE ANNOUNCED SHORTLY.
14:00

FROM ‘SMALLSBURY’ SALISBURY TO GROUND ZERO
IXL
A debate with Newsquest CEO, Henry Faure Walker, and IXL managing director, Scott Gill, looking into the importance and changing nature of trusted content across traditional media platforms in shaping the future of media influence, with a focus on the Salisbury Novichok poisoning and the influence of local media platforms in shaping the national agenda.

FAKED OUT QUIZ INTEGRAL AD SCIENCE
Fake news is everywhere, and it can be difficult to spot. Has the rise of fake news and the lack of trust in digital led to a new appreciation in the industry for trusted media brands and context?
Take the IAS quiz to uncover where you may have been fooled and join in the heated debate afterwards to discover the starting point to navigate context in tomorrow’s digital advertising ecosystem.

FIGHTING UNCONSCIOUS BIAS IN MEDIA LOOPME
Understanding our own unconscious bias is key to being better colleagues and better marketers. We know that advertising often relies on subjective assumptions, so this interactive session will equip brand marketers with the tools and knowledge to tackle harmful stereotypes in marketing and explain what role AI can have in fighting it.

ALEXA OR ALEX? THE INFLUENCE OF VOICE ASSISTANTS’ GENDER MINDSHARE & NEURO-INSIGHT
An interactive session exploring how the gender of a voice assistant can influence our subconscious responses, based on ‘hot off the press’ neuroscience research. Jeremy Pounder from Mindshare and Heather Andrew from Neuro-Insight will lead a discussion involving a group quiz, live brain measurements and prizes for the winning team!

THE POWER OF SHARED EXPERIENCES – AN ARTIST’S PERSPECTIVE CLEAR CHANNEL
Martin Firrell, public artist and Clear Channel’s artist in residence, and Professor Helen Chatterjee, Professor of Biology, UCL Biosciences, and Head of Research and Teaching at UCL Culture, will discuss how art and the power of shared experiences can and will connect people in an ever-frAGMENTING world.

Martin will share how he uses text in public spaces to promote debate and inspire change. He summarises his public artworks as ‘public conversations of social value’. He will share learnings from his landmark ‘Women & Power’ public artworks as ‘public conversations to inspire change. He summarises his public spaces to promote debate and shared experiences can and will connect people in an ever-frAGMENTING world.

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TRACED FROM ‘SMALLSBURY’ SALISBURY TO GROUND ZERO
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TRUTH AND PROMISES: CAN A BRAND INFLUENCE RESPONSIBLY?
SKYSCANNER

We are living in a post-truth era. Any brand making a truth claim is regarded with high suspicion and cynicism. Promises are very important; they hold you accountable, which gives you a credible basis to make such truth claims.

Users are rightly wanting to know what brands do with data they own and how they act responsibly. With fake news, users are inevitably unsure what and who to trust. With Skyscanner’s ‘user first’ commitment, this interactive session aims to debate how brands build trust and relationships with consumers and how owning data can impact consumer influence, manipulation and credibility.

Trust = C+R+I / SOI

MEET THE INFLUENCERS
XAXIS

What have you always wanted to know about influencers, but were afraid to ask? How do they make money? How do they capture and engage with their followers? How do they #keepitreal? Are CGI influencers actually a thing? What are the opportunities for brands?

The Xaxis panel session hosted by Caroline Flack will allow Huddlers to lift the lid on this booming industry and understand the applications it has for advertising.

MORE THAN A GAME: INTERVIEW WITH A PROFESSIONAL FOOTBALLER
SPORTBIBLE

‘More Than a Game’ is a campaign by SPORTbible - the world’s leading social publisher- highlighting the positive impact of football beyond the pitch.

In an exclusive interview with a well-known footballer star, this session will explore their inspirational story from humble beginnings in grassroots football, their career highs and the hardships and struggles facing the modern-day football star.

With a diverse set of influencers, including Starror, Mam Sham, Tyler West and Niko Omilana, Studio71 will demonstrate that there is nothing more timeless and compelling than the power of human storytelling.

A SEAT AT THE TABLE WITH STORYTELLERS OF THE FUTURE
STUDIO71

Through an immersive dining experience, Studio71 will inspire you to connect one-on-one with influencers who will tell their own powerful and inspirational stories. Told through a three-course mini-feast, groups of different influencers will take over the session and tell their story through weird and wonderful food items, leaving you surprised and intrigued...

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INFLUENCING THROUGH PASSION: HOW CAN BRANDS CASH IN?
TI-MEDIA

With Brits spending more on enthusiasms and passions than ever before, we invite an open discussion into the power of passions to influence. Ender Analysis’ recent report demonstrates the massive growth in spending on passions. From cycling to cake making Britons are obsessed with their passions and the media around them. Yet the study shows this is an untapped market for advertisers. What are the implications for media and how can advertisers realise the value of the Passion Pound?

Sue Todd, CEO Magnetic and Matti Littunen, Ender Analysis chats to Dan Coleman of Ti Media.

WHAT’S TRENDING IN 2019? FUTURESCOPING WITH MINDSHARE FUTURES
MINDSHARE FUTURES

Mindshare’s 2019 Trends are revealed for the first time at Huddle. Join the Futures team at one of their workshop sessions to Futurescope the latest trends in depth. Can you imagine how each trend is going to develop and map out what the future might look like? Compare your futurescoping to those of consumers featured in Mindshare’s latest piece of research. Are marketers really from Mars after all? More on Trends to be announced shortly.

#STARTWITHTHEM
TWITTER UK

In this year’s Twitter Huddle session, they will be celebrating Twitter users. The panel includes some brilliant UK Tweeters. Focusing on the ‘Human’ theme, they’ll be discussing how they use Twitter to connect with both their passions and the world around them. They will talk about how they use Twitter to influence their communities and how the platform has helped them to express and amplify their voice.

The panelists will also give their thoughts on how they see communication evolving in the near future. Audience participation is encouraged – guests will be invited to ask questions and interact.

THE NEW ERA OF INFLUENCE
AGENDA 2018
15:00

**CANN MACHINES MAKE OUR MINDS MORE POWERFUL?**

5X15

In the era of technology how can learning be accelerated, intelligence be augmented and minds be enhanced? And does the rise of the machines risk making everyone less intelligent? How are humans and machines working together now and what can be expected in the future? Come and hear from education expert, Alex Beard, author of Natural Born Learners, and have your say on how to shape the future.

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**AGENDA-SETTING JOURNALISM IN THE ERA OF FAKE NEWS**

**BUZZFEED**

In this social and political moment, people are paying more attention to the news than ever before. A notoriously difficult business to sustain, news publishers the world over are currently facing common challenges: How do they overcome rising scepticism among audiences, dissonance among peers, and dismissal from those in power, while navigating the moving target of digital publishing and establishing business models of security and longevity?

Speaking the native language of the web is key, as is the ability to see what the future of news holds. Join BuzzFeed News, as their editor shares insights on the industry.

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**FAKE NEWS: WHY IS A DIESEL WHAT CAR? CAR OF THE YEAR?**

**HAYMARKET AUTOMOTIVE**

The news about diesel is pretty dire. NOx emissions, pollution, angry buyers, congestion charges, and the infamous dieselpocalypse.

Diesel is just plain bad, isn’t it? It must be, we’ve read it in the papers and seen it on the news. So why would What Car?, a consumer champion, give its most prestigious award to the Volvo V40 Diesel? Steve Huntingford, Editor of What Car? and Tom Simpson from research agency Simpson Carpenter, debate the diesel story and whether future buyers will remain quizzing the audience on their opinions, and whether the facts even matter.

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**WHERE’S YOUR HEAD AT? NON-JUDGEMENTAL LISTENING EXERCISE**

**BAUER MEDIA**

Bauer Media’s ‘Where’s your head at?’ is a campaign influencing social change and calling for the equivalent of a physical first aider to be in every workplace across the UK by law!

As part of demonstrating this proposal, Bauer Media is offering a workshop led by Natasha Devon, MBE.

Nonjudgemental listening exercise: You suspect your colleague has a mental or emotional health issue but you’re scared of making it worse. What should you say? This exercise takes you through appropriate language, how to signpost without creating tension, and teaches us not to be afraid of the awkward silence!

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**AI AND EXPERIENCE IN THE NEW ERA OF INFLUENCE**

**CAPTIFY**

**THE DIVERSITY OF HUMAN INFLUENCE**

**IBM IX**

Individuals and businesses alike are embracing the digital revolution. Artificial intelligence (AI) is driving heightened expectations for businesses not only to meet these customer needs, but to anticipate them.

Join Debbie Vavangas, IBM’s lead of Digital Strategy & IX as she cuts through the hype; AI is not about replacing humans, but arming them with the tools to create experiences that generates brand loyalty and advocacy. Our panel will discuss the need for holistic solutions, how we train ‘Man and Machine’ to embrace the power of each other and how far brands go on the path to digital transformation.

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**IBM TECH HELPS PEOPLE SURVIVE GLOBAL CLIMATE CHANGE**

**IBM WATSON ADVERTISING**

Mitigating natural disasters is one of the world’s greatest challenges and while they may be inevitable, they don’t have to become catastrophic. IBM has launched Call for Code, a global developer initiative solving global climate problems with sustainable software solutions. Imagine an app that predicts a hurricane’s path and tells pharmacies to stock up on antibiotics, insulin and vaccines. Or facial recognition that helps people find loved ones in the aftermath of a flood. These apps will improve disaster preparedness and relief, build a more resilient communities and safeguard the health and well-being of individuals and institutions.

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**IN CONVERSATION WITH SIGNKID**

**LADBIBLE GROUP**

Earlier this year, Signkid, a deaf music artist, made festival history with a mainstage performance at London’s biggest festival, Wireless.

This was a major step forward in making live music in the UK more accessible for the deaf community, and it was a brand partnership between Smirnoff and LADbible that enabled it to happen.

In this session, Signkid, with the support of his interpreter will share his extraordinary story, why his performance has empowered the deaf community and how brands can be a positive influence for bringing about inclusivity to those that are too often marginalised.

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**FAKED OUT QUIZ**

**INTEGRAL AD SCIENCE**

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15:00

2018 AGENDA OF INFLUENCE

ROOM CAPACITY

AREA / LOCATION

TECHNOLOGY

PSYCHOLOGY

HUMAN

BRAND

MEDIA

(NO) MUM (IS AN) ISLAND – CAN YOU DO BETTER THAN JACK & DANI?
NETMUMS
Join Netmums as they recreate everyone’s favourite Love Island 2018 episode and challenge three game Mindshare volunteers to each look after their very own baby for the day! Each volunteer will be given one of the world's most advanced baby simulator dolls with all they need to care for the baby through the day. The aim of the game is to ensure a happy baby, while managing the external pressures that all mums have! None of our volunteers are in this alone though – mums will be on hand to help the volunteers via the Netmums forum, using a dedicated hashtag #NetmumsHuddle, for real mum expert advice!

15:00

WHAT CAN MOBILE DATA REVEAL ABOUT YOUR MENTAL HEALTH?
OGURY
Has the rise of mobile usage affected our mental health? The average Briton checks their mobile phone every 12 minutes and spends around 24 hours a week on their device. In a 2017 Deloitte survey on mobile habits, 38% of British adults surveyed said they felt they were using their smartphone too much, with that number rising to more than half among 16–24 year-olds.

Brands and advertisers are some of the main beneficiaries from increased mobile traffic and time spent on devices, but should they shoulder some responsibility and do more to help? Discover how data can help brands evolve and change societal norms and behaviours for good.

15:00

WHAT’S TRENDING IN 2019? FUTURESCOPYING WITH MINDSHARE FUTURES
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15:00

OUTSIDE THE NOISE: BIG DATA, AI & HUMAN PSYCHOLOGY
OPEN INFLUENCE
With the emergence of hundreds of thousands of influencers across various platforms, how should brands invest their marketing pounds in the influencer economy to drive results? Barriers to communication have been lowered, information paths have changed from one-way to two-way, and social platforms have removed communication friction. What role does AI play in finding the optimal content creators and content strategies? What are ‘customer signals’ and how can brands use them to cut through the noise?

Join Open Influence, the world’s leading global influencer marketing company, in a discussion on how best to navigate this evergrowing space.

15:00

OOH BEHAVE: BEHAVIOURAL SCIENCE IN ADVERTISING
PRIMESIGHT (GLOBAL OUTDOOR)
Primesight will host an interactive debate on the role of hidden biases with a leading UK behavioural expert, a media strategist and a journalist to discuss the role behavioural science can play in media.

As OOH is becoming more digitalised, Primesight will discuss the opportunities that behavioural science provides, the barriers to mass adoption and the ethics behind it. They will examine how they have used behavioural science up to now and how they need to look to work more closely with the academic world. The audience members will be live test dummies to prove some theories as well as being asked to engage with the panel.

15:00

ADAPTING TO THRIVE IN THE ERA OF THE WALLED GARDENS
SOJERN
The walls around digital media are closing in – and it’s not only the big platforms that we usually think of (Google, Facebook, Amazon). Many other content networks are preparing to raise their drawbridges. In this huddle, we will actively discuss & debate the following questions (and more):

• Why is this happening, now?
• Who (or what) killed the promise of an open Internet? Is it ever coming back?
• Which building blocks does a network need to close its walls?
• Who is closing the walls next?
• How will digital content & advertising evolve over the next 2 years?
• Will we all learn to love contextual targeting again?

15:00

THE ERA OF THE WALLED GARDENS
THE NEW ERA OF INFLUENCE
AGENDA 2018

THE ERA OF THE WALLED GARDENS
THE NEW ERA OF INFLUENCE
AGENDA 2018
DO BRANDS STILL HAVE INFLUENCE? MARKETERS VS. MUMS

CHANNEL MUM

The consumer isn’t a moron – she is your wife. (David Ogilvy in 1955). It’s the most famous adage in advertising and, with modern women now making 85% of all consumer buying decisions, it is more pertinent than ever. As mums are traditionally the most brand-loyal consumers of all, this unique, fun and interactive session pits marketing experts against mums to reveal who really knows brands best.

Delivered by the UK’s fastest growing and multi-award winning mummy influencer publishing community, ChannelMum.com, this engaging session will reveal new research on the future of brands and will leave you thinking about brands in a totally fresh way.

THE FUTURE OF BRAND PURPOSE

GOOD-LOOP

Consumers are increasingly looking to brands that share their social values and make a meaningful impact in the world. Meanwhile, businesses are under increasing pressure to hit their targets while being more transparent and more accountable than ever before.

In this new era of influence, the traditional CSR model just won’t cut it anymore. For consumers it feels (and often is) disingenuous, and for brands it’s a draining expense which is hard to justify and easy to axe.

During this Huddle, the future of brand purpose will be explored by working through live examples of how tech can play a role in the evolving definition of ‘brands for good’.

TECHNOLOGY FOR GOOD

HOLD

This will be an innovative Huddle session encouraging people to strive towards spending less time on their mobile devices. Hold wants to reward this positive behaviour and has created a solution. For every 20 minutes that a user spends off their device, they receive 10 points which can be redeemed on exclusive rewards, offers, discounts and experiences!

The Hold app will help people concentrate and be less distracted in everyday life e.g. students revising for exams, professionals in meetings, drivers on the roads, friends socialising at restaurants/bars, holiday makers digital detoxing and families conversing around the dinner table. This promises to be an interactive Huddle session where users will be tested and set a challenge: can they go 45 minutes without checking their mobile phone? Do you have what it takes to Hold?

GO WITH YOUR GUT, WITH DR MEGAN ROSSI

HEARST

Working hard to nail the day, fuelled by five hours sleep, a quick sandwich and three coffees before noon. Familiar? Yes. Sustainable? No.

Our 21st century work lives often lead to high levels of anxiety and poor nutrition at the cost of our wellbeing. The saying goes ‘you are what you eat’ and when this is backed by science, as in the case of gut health, who can ignore it?

Women’s Health & Men’s Health invite you to join Dr Megan Rossi, The Gut Health Doctor, to improve your gut health, increase your wellbeing and better own your career goals.

NEW BRANDS CHANGING CONSUMER BEHAVIOUR FOR GOOD

MAIL METRO MEDIA

Newbrands have always been involved in setting the national agenda and changing consumer behaviour. A Mail Metro Media journalist will tell the 10-year story of their campaign against plastic – from banishing the supermarket bags, through to their recent collaboration with Keep Britain Tidy for the #greatplasticpickup.

Alongside Keep Britain Tidy, Mail Metro Media will talk about their long term plans to reduce plastic waste through award winning content and future clean up events. Exclusively for the session, they will also demonstrate live a ‘new to market’ cleaning product that will challenge you to change your own future habits!
16:00

**HOW I GOT HERE – FEMALE EMPOWERMENT PANEL**
PRETTY52

‘How I Got Here’ is dedicated to giving female voices a platform to discuss the defining moments that made them who they are today. Launched earlier this year by Pretty52, the UK most engaged female social publisher, this video series has already featured Oprah Winfrey, Emilia Clarke, Reese Witherspoon and many other prominent women.

For Mindshare Huddle, we’ll shine a light on inspirational and influential women in the media and advertising industry and hear first-hand about their triumphs, tribulations and advice that has helped shape them.

**CATCH A CRIMINAL OR A CONSUMER WITH COMPARATIVE LINGUISTICS**
RELATIVE INSIGHT

Catch a criminal or a consumer? Apply psychological techniques from criminal investigations to understand consumer behaviour.

Rich Wilson from Relative Insight will show you how techniques with origins in psychology and criminal linguistics can be successfully applied to the understanding of consumer behaviour.

For a lucky member of the audience, he will demonstrate live in the Huddle some unknown things about their brand’s audience and how this can be applied in the real world.

**PRINCE OF THE REALM OR PRINCE OF DARKNESS? DATA DECIDES**
SIZEMEK

Prince Charles and Ozzy Osbourne: Two very different individuals, though on paper they are almost identical – they were both born in London in the same year, are very wealthy and enjoy the finer things in life. However, as human beings, we know they couldn’t be more different in the ways that matter to your brands. How do you make sure your brand reaches the audience you want?

Find out in this interactive session designed to let you experience first-hand how advanced algorithms reveal (and harness) vital insights into user behaviour.

**EMBRACE 50:50 ADVERTISING – THE ONLY FUTURE FOR BRANDS**
THE SMALLS

A whopping 93% of commercials are directed by men and 88% of Creative Directors are male. Yet, 85% of women are understandably offended by lazy gender stereotypes in advertising.

This panel, hosted by video creation platform The Smalls, will explore how these statistics can be improved and whether brands can remain relevant without aiming for equal representation.

With many brands committed to 50:50 filmmaking, how can we further champion female talent both on and off camera? With trust in advertising at an all-time low, can better representation heal the disconnect between brands and consumers?

**IT’S COMING HOME: SPORT AND SHARED MEDIA EXPERIENCES**
WIRELESS GROUP

The World Cup generated one of the biggest shared experiences in living memory, with the whole country getting behind Waistcoat Wednesday, #garethsouthgatewould and countless ‘It’s coming home’ memes.

As official radio broadcaster of the 2018 FIFA World Cup, talkSPORT was the only commercial media channel to broadcast every kick live from Russia.

As we look forward to EURO 2020 qualification, a panel of the biggest names on talkSPORT will discuss how international football tournaments serve as the ultimate galvanising media experiences and how new media channels have bought these experiences even closer to their audiences.

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**THE NEW ERA OF INFLUENCE AGENDA 2018**

- **MEDIA**
- **BRAND**
- **HUMAN**
- **PSYCHOLOGY**
- **TECHNOLOGY**
- **AREA / LOCATION**
- **ROOM CAPACITY**