



# What's Next?

Thursday 1 February 2018, Sea Containers

@DMA\_UK #dmaawards

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| 1.30pm | <b>Registration</b>  |
| 2.00pm | <b>Welcome</b><br>Nicky Bullard, chief creative officer and chairwoman at MRM Meteorite and DMA Awards committee chair   |
| 2.10pm | <b>DMA Awards 2017 Grand Prix: This is belonging</b><br>Matthew Waksman, planning director, Karmarama<br>Andrew Webber, head of data and analytics, Karmarama  |
| 2.35pm | <b>Panel discussion: What made the Grand Prix great?</b><br>Miriam Jordan Keane, marketing director, British Gas<br>Skip Fidura, strategy and insight director, dotmailer<br>Shiona McDougall, VP data, RAPP<br>Ian Bates, creative director, Prophecy Unlimited |
| 3.00pm | <b>Break</b>   |
| 3.15pm | <b>Neurodiversity... the diversity conversation yet to happen</b><br>Mark Evans, marketing director, Direct Line Group   |
| 3.40pm | <b>Key predictions for creativity</b><br>Hilary Goldsmith, SVP – global ad operations, Unruly  |
| 4.05pm | <b>What to spend your time on in 2018 and how to get your clients to do big things</b><br>Paul Armstrong, owner, HERE/FORTH  |
| 4.30pm | <b>Closing comments</b><br>Nicky Bullard, chief creative officer and chairwoman at MRM Meteorite and DMA Awards committee chair  |
| 4.35pm | <b>Drinks and networking</b>   |
| 5.30pm | <b>Close</b>   |