



What's Next? 2019

Thursday 31 January 2019, Bounce

@DMA_UK #dmaevents

- 12.00pm **Registration and lunch**
- 1.00pm **Welcome**
Mark Runacus, co-founder, Wax/On - *@markrunacus @wearewaxon*
- 1.05pm **DMA Grand Prix 2018 - Xbox Design Lab Originals: The Fanchise Model**
Nicky Bullard, chairman and CCO, MRM//McCann - *@noddynoonah @MRM_McCann*
Sailesh Jani, managing partner, McCann London - *@mccannlondon*
- 1.35pm **Setting the precedent for 2019**
Caroline Parkes, head of strategic consulting, RAPP - *@RAPP_UK*
Luis Navarrete Gomez, senior search manager, LEGO - *@LEGO_Group*
Charlie Wilson, chief creative officer, Ogilvy - *@Ogilvy*
Firas Khnaisser, head of decisioning, Standard Life - *@firaskhnaisser*
- 2.00pm **Creativity = data + imagination + empathy**
Sue Unerman, chief transformation officer, Mediacom - *@SueU*
- 2.25pm **Break**
- 2.55pm **Emotions Matter**
Parry Malm, CEO, Phrasee - *@ParryMalm @Phrasee*
- 3.20pm **Diversity as the lifeblood of Creativity**
Ali Hanan, founder and CEO, Creative Equals - *@thewordbaker @creativeequals*
Wayne Deakin, ECD (EMEA), Huge - *@deakin_ahoy @hugeinc*
Mark Evans, marketing director, Direct Line Group
Ete Davies, managing director, AnalogFolk and co-founder, Stripes - *@wearestripes*
Pip Jamieson, founder and CEO, The Dots Global - *@Pip_Jamieson @The_Dots_UK*
- 3.45pm **Closing comments**
Mark Runacus, co-founder, Wax/On - *@markrunacus @wearewaxon*
- 4.00pm **Drinks, networking and ping pong**

Sponsored by



DANIEL MARKS