Appendix

# Chapter 8: Event design and production

*Table 8.1: Sample Detailed Conference programme*

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| **Times** | **Activity** | **Speaker** | **Venue** |
| **Outward** |  |  |  |
| **09:30-10.00** | Registration. Coffee, Networking and Pastries | Mark Avebury  CEO PDR Creative | The Auditorium  The National Space Centre |
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| 10.00-10.15 | Participant Welcome and Introduction | John Field  Head of Facilities, National Space Centre | The Gallery |

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| 10.15-10.30 | The Next Millennium in the Space Centre | Charlie Holmes  CEO The National Space Centre | The Gallery |
| **10.30-11.15** | Customer experience in new advertising | Garry Flower  Senior Advisor Merlin and Chairman of Brand Vista | The Auditorium |
| **11.15-11.45** | **COFFEE BREAK** |  |  |
| **11.45-12.05** | Social Media for 2020 and beyond | Marketing & Content Training Director | Syndicate rooms TBC |

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| **12.05-12.15** | Immersive Technology Forum | Paul Bradford  Director of PDR Creative | Syndicate rooms TBC |
| **12.15-13.00** | Dealing with Data Protection-GDPR Masterclass | Sally Spencer | The Auditorium |
| **13.00-14.00** | **LUNCH WITH EXHIBITORS** |  |  |
| **14.00-15.00** | The Delegate Showcase | Series of short talks from our own expert in-house marketing team | The Gallery |
| **15.00-15.30** | **TEA/COFFEE BREAK** |  |  |
| **15.30-16.10** | Panel discussion  How we combine Science and Learning with Marketing to create enticing programmes | Chaired by Rose House  Marketing | The Auditorium |
| **16.10-16.55** | Engaging Schools and families with Science | John Sykes  Executive Producer, BBC Learning | The Auditorium |
| **16.55-17.00** | **Closing remarks and acknowledgements** | Mark Avebury  CEO PDR Creative | The Auditorium |