



IFB2016
DAY PROGRAMME
CHAMPIONING INNOVATION
CHALLENGING CONVENTION
CHANGING THE FUTURE



A Proud Supporter
of IFB2016

WELCOME



Welcome to your IFB2016 day programme guide. It gives me great pleasure to unveil this exciting, thought-provoking and challenging collection of talks, debates and sessions.

At the heart of the programme is Blue Skies, our inspirational, provocative and perhaps even prophetic series of sessions that will open your eyes to the changing role of business in society and challenge what we all think about the impact of the commercial world on culture, arts, education and the environment.

Leading thinkers will share their stories and give you a look into their crystal balls. They will open debates and challenge convention and they will inspire you to be a catalyst for change.

Completely free of charge and hosted at the festival's central performance area in the new Exhibition Centre on Liverpool's iconic waterfront, Blue Skies is just one of IFB2016's exciting programmes.

For the three weeks of the festival, IFB2016 will also be home to the Google Digital Garage, which will provide a free digital tune-up to support individuals, entrepreneurs and ambitious growth firms that want to make more of the web.

Alongside this, the GREAT British Showcase will inspire you with the latest from UK businesses. Ambitious and mind-blowing, this is a showcase of the best of what the UK has to offer and you are invited to see it up close and get a feel for how Britain is leading the world in so many areas of innovation.

We also offer a programme of free Meet the Expert masterclasses to help businesses and people with entrepreneurial aspirations to achieve their dreams.

You will find out more about these exciting programmes as you read on. I would be delighted to see you at IFB2016. It is completely free and open to everyone.

If you want to stretch your understanding and take part in debate and discussion on the key topics challenging and inspiring our leaders and learn more about how the landscape around us is evolving and developing, this is the festival for you. All you have to do is join the International Festival for Business Club on our website: ifb2016.com.

Thank you to DLA Piper for putting together this brochure and for supporting IFB2016, the world's biggest event of its kind this year.

Max Steinberg CBE
Festival Chairman



IFB2016 is the world's top business event this year. More than 30,000 delegates from across the UK and over 90 countries around the world will gather in Liverpool for three weeks of deal-making.

This festival is the biggest event of its kind: the definitive marketplace to make connections, do deals and inspire delegates to challenge the way business is done – to innovate, change and grow in a world that never stands still.

Taking place at Exhibition Centre Liverpool from 13th June to 1st July, there will be practical business activities, trade events, specialist investment advice and business matching.

But there is so much more to IFB2016: with some of the world's most inspiring speakers, showcases of the most innovative products and services and a magnificent cultural programme, all set in a city with a world-famous after-hours offering, this festival is a must for everyone from start-ups to businesses leaders and those with curious minds and appetites for excitement.

The festival's globally-renowned Creative Director, Jude Kelly, has shaped the day programme to challenge everything you think you know about business so, from beach huts to supercars and lunchtime pop-up culture to state-of-the-art simulators, you won't want to miss this.

If you're coming to Meet Your Future Deal, Meet the Specialist Advisor or one of our conferences, stay for the day. Stay for all three weeks. If you live or work nearby, drop in. You'll be amazed.

All you have to do is register for free on our website (ifb2016.com), where you'll also see some of our events and sessions or you can visit eventbrite.co.uk and search for IFB2016.

I look forward to seeing you.

Ian McCarthy

Festival Director

CHANGING THE FUTURE

IFB2016 is here and it's going to change the way we all do things. It's about challenging the role of business in society and debating how we can all come together to shape its impact on culture, the environment and the way we live.

With a thought-provoking day programme, it's your chance to learn new ideas and share some of your own, to hear from leading thinkers and contribute to the agenda and to see how business will impact your future and to get your own head-start.

The Blue Skies Speaker programme sees 12 of the world's most creative leaders share their insights at the end of each day. Our Blue Skies Day Sessions challenge the way we think about business, society and culture.

Meet the Expert Masterclasses unlock the secrets of commercial success. The GREAT British Showcase will blow your mind with cutting-edge innovation and the Google Digital Garage will open your eyes to the potential of the web.

Attending is completely free. Just register on our website (ifb2016.com) and you can come for the day or spend the full three weeks – June 13th – July 1st.

If you want to be part of our Blue Skies Day Sessions or Meet the Expert, go to our Eventbrite pages, which you'll see in the programme. If you want to bring your family, we have open days on June 19th and 26th, when children are welcome with adults.

IFB2016 is about sharing, inspiring and challenging. It's for everybody – it's for you.





FESTIVAL HIGHLIGHTS

- Blue Skies Sessions
- Blue Skies Speakers
- Meet the Expert Masterclasses
- The GREAT British Showcase
- Google Digital Garage

RESERVE YOUR SPOT AT IFB2016

Want to come to the International Festival for Business 2016 to hear from world renowned speakers? Or maybe take in a Blue Skies Session? Perhaps you could do with a masterclass on how to start your own business?

These are just some of the opportunities available to you when you sign up to the free International Festival for Business Club on our website: IFB2016.com.

Join business leaders, innovators and entrepreneurs from around the world by becoming a business club member, getting your free access to the world's biggest business festival.

If you want to attend a Blue Skies Session then visit Eventbrite.co.uk and search IFB2016. You'll see each session and find out what's going on. If you register through Eventbrite, you'll automatically be signed up to the business club, your free pass to the festival.

WEEK ONE

13th June

1730 – 1930

Panel discussion

Britain's place in the International business world will be discussed by Sajid Javid MP, Sir Terry Leahy, Terry Scuoler and Fumbi Chima.



14th June

1000 ... the Future
The Business of...

Are we destined to repeat mistakes of the past? Can we keep reinventing the wheel during an uncertain time characterised by diverse lifestyles, technological upheaval, crises and conflict? Chris Kutarna co-author of Age of Discovery: Navigating The Risks and Rewards of Our New Renaissance will take to the stage to look at the parallels between the Renaissance and life today and how we can ensure we repeat the glories and learn from the miseries.



1115 – 1215... Trust

The effects of the financial crisis is still being felt, the manufactured trust businesses had once enjoyed suddenly collapsed and left many members of the public with an uneasy feeling of insecurity. But was there ever any genuine trust in the first place? Global law firm DLA Piper, argues that all businesses start with a deficit of trust which must be tackled in order to gain the confidence of stakeholders and the wider public. Lord Tim Clement-Jones, Liberal Democrat Peer and Managing Partner at DLA Piper, discusses options with Andrew Lynch, Assistant Business Editor, The Sunday Times.



1230 – 1345... Music

2015 saw IFB2016 Host city Liverpool win UNESCO City of Music status, an accolade of which firmly placed Liverpool as a city that nurtures and reinvests in its contribution to music. But what does that mean for the economy? Kevin McManus, Head of Liverpool UNESCO City of Music, and a panel of experts discuss how a heritage brand can boost an industry in the future.

14th June
1400 – 1445
... Creativity

'Creativity has come to be the most highly prized commodity in our economy – and yet it is not a commodity. Creativity comes from people.' – Richard Florida. Does creativity add anything to your business? John Kampfner, Chief Executive, Creative Industries Federation will discuss the many often and unexpected ways that creativity manifests itself across business, regardless of sector, and will show how creative thinking at the heart of business leads to success.



1500 – 1630
... Football IFB2016

For generations, football has been a part of many people's lives. A universal sport that sees fans travel across the world in the hopes of seeing their favourite team play. Though the nature of the game seems to remain the same, with technology developing as fast as it is, will our football experience change completely in the future? Exploring the three forms of revenue generated in the business of

football: broadcasting rights, commercial activity and the fans. Mark Palios, Chairman of Tranmere Rovers, is just one of the speakers tackling the business all in 90 minutes.

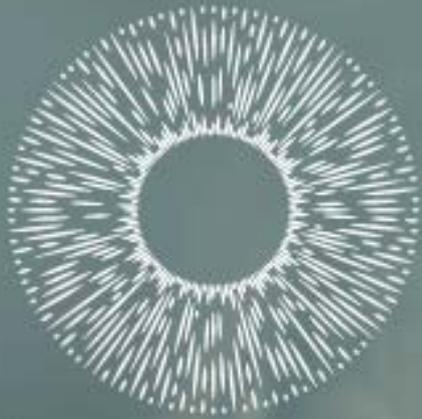


14th June – 1st July
1000 – 1700
BAC Mono and simulator

For the full three weeks of the festival, you will have the chance to see the incredible BAC Mono, a lightweight, ultra-high performance, road legal supercar designed and manufactured using the latest racing technology.

Built in Liverpool, just down the road from the festival, the BAC Mono is for drivers who seek a purist experience and for whom design, engineering excellence and performance are of paramount importance. Mono is an aggressive design and sets a new benchmark in the elite segment of radical, lightweight sports cars – and there's a simulator so you can feel what it's like to push the car to its limit.

1730
Blue Skies
Frederik Willem de Klerk, former President of South Africa and the man who ended Apartheid.



Blue Skies

#blueskie

15th June

1000 – 1100/1130

The Business of Diversity in the Workplace With Arup

Does your workplace represent the society you live in? Should bosses get rid of men aged over 55 to provide more opportunity for younger staff? Do you think there should be women only programmes to help improve female leadership at work? All questions that a panel of five will be debating in order to establish what diversity in the workplace really means.

1130 – 1230

The Business of Women

WOW is a global movement of festivals, founded by Jude Kelly at Southbank Centre in 2011. Each festival celebrates the formidable strength and inventiveness of women, taking a frank look at what prevents them from achieving their potential, raises awareness globally of the issues they face and considers possible solutions. The global WOW movement is growing at a time when female voices have become immensely powerful as a force for positive change. Jude Kelly will talk about how WOW is changing lives for women worldwide.

1415 – 1515

The Business of Disruption

As children, we were always told disruptive behaviour was a bad thing. Schools enforced a sense of routine that differs from the entrepreneurs we meet today. The desire to change and improve what we create by constantly questioning what we're doing presents the question can businesses develop and thrive if they are not disruptive? Are some industries more disruptive than others? How dangerous is it to find a formula and stick to it? As IFB2016 brings together people from all walks of working life, what can we learn from each other? Ben Griffin, Lead Specialist for Design at Innovate UK, and designer Wayne Hemingway are going to find out.

1530

Fired up: how the British motor industry was lost and won A conversation between:

Sir John Egan, former chairman and chief executive of Jaguar, and author of Saving Jaguar

David Smith, economics editor of The Sunday Times, and author of Something Will Turn Up: Britain's Economy Past, Present and Future

Hosted by Andrew Lynch, Assistant Business Editor of The Sunday Times

1730

Blue Skies

Lord Charles Powell, Chairman of Louis Vuitton UK, Chairman Sagitta Asset Management.

16th June

The Future of making things

1015 – 1100

The new industrial revolution – industrial evolution?

Previous revolutions have had the most profound effect on 'blue collar' workers. Now computers herald industrial revolution 4.0. What will be the impact on the 'white collar' workers of today? This session explains what this new era means for the future of making things and our lives in a world of finite resources. Speakers including Chief Executive, Innovate UK, author of the Manufacturing Commission report, industrial revolution and founder of Cobra Beer.

1100 – 1130

Manufacturing Rant: Why we need a manufacturing policy

Lord Bilimoria was appointed to the House of Lords in 2006. In 2014 he was installed as the Chancellor at the University of Birmingham, the first Indian-born Chancellor of a Russell Group University. The IFB2016 ambassador and founder of Cobra Beer, tells us why Britain needs a proper manufacturing policy.

1140 – 1230

The Future of Making Things

Asif Moghal of Academy Award winning, 3D software designers, Autodesk will lead this session where we explore the way in which British manufacturing has developed to become an industry shaped by creativity and disruptiveness. In 2011 Chancellor George Osborne closed his budget speech announcing the return to manufacturing in Britain – 'Made In Britain, Created in Britain, Designed in Britain, Invented in Britain, to drive our nation forward.' So how have the changes to technology over the past 5 years effected the industry, and which technologies are best placed to accelerate Britain's journey into the future of making things?

1415 – 1515

Nothing New Under the Sun: The Circular Economy

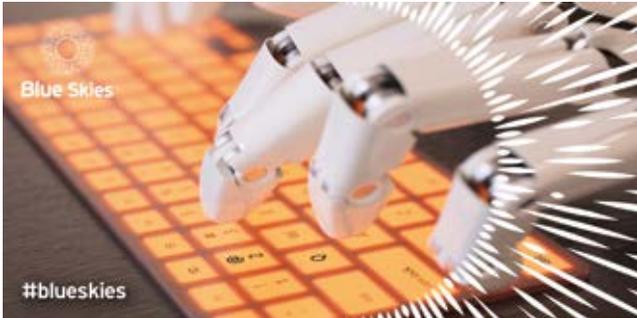
Remember when your TV broke and the man from Radio Rentals came round, fiddled about behind the set, and hey presto, your TV was fixed again? When did that culture of fixing stuff disappear? How can we get it back? And why do we need to?

This session will look at how manufacturers can embrace the concept of re-using materials in a world with finite resources.



Blue Skies

#blueskies



16th June

1530 – 1630

Man and woman vs machine: How AI is going to take your job

1730

Blue Skies

Andy Palmer, CEO Aston Martin

Technology is fast developing. Artificial Intelligence surrounds us already and is continuing to take over industries and markets as we create robots that can do cognitive work, what's the future for white collar work? Who needs a lawyer to trawl through past cases, when a computer can do it for you? Why bother with translation services when your smartphone can translate simultaneously anyway? How on earth are we going to earn a living?

17th June

What Might Change Look Like? Alternative Models

1000 – 1100

Writing by digits – to self-publish or hold out for the Big Deal?

Just when we thought the digital advance was unstoppable, the real world is fighting back. Vinyl is all the rage in the music world and books too are making a comeback-what's that all about?



For writers the self-publishing revolution was meant to cut out the middle man, opening a direct path of Red Sea proportions from the lowly author to the reader and consumer. No longer would writers have to wait for nod from on high; they could decide when their cherished work was good and ready to go. Praise or otherwise – and income, was to be just one click away. But what is the reality?

1130 – 1230

The Writing Game – Creating Stories for the Gaming Industry

Local game developers come together with game writers to deliver a session that is both discussion and masterclass on the latest developments in modern gaming, exploring how it can be a si cle for storytelling and offering tips and guidance for writers who are interested in developing their ideas, stories and skills for working in the gaming industry.



17th June

1245 – 1345

The Co-operative Movement – beyond repair or the answer to all our problems?

In Brazil, since the 2009 economic crash, there have been over 100,000 new co-operatives established. In Argentina, for example, the majority of the petrol stations are owned and run by co-operatives. However, on the back of the private takeover and crisis within the Co-operative Bank, the movement in the UK appears to have all but collapsed; an economics student can graduate without having ever studied the cooperative model. How did this come about and in the face of a changing and challenging economic period, along with the decline of large scale industry, could co-ops be the answer? This event will bring together representatives.

1400 – 1500

Living in 'The Gig Economy'

Bringing together writers, commentators and those who work in the gig economy to explore the changing nature of work and its impact upon working and social lives, health and income. We're asking the question, 'who really benefits from the gig economy?'

1600

Blue Skies

Lady Barbara Judge, Chairman Emeritus of UK Atomic Energy Authority

20th June

The Business of Youth

1000 – 1100

Social Media is out of control.

The Juice Academy – the multi award-winning social media apprenticeship – will invite four current or recently qualified apprentices to debate whether social media is 'Out of Control'. Many businesses now look to social media as a platform to engage with their customers, promote their business and give people the opportunity to see a brand they can identify with. But has it gone too far? With two for and two against starting the debate, the audience will then be asked to provide their thoughts in a lively Q&A discussion, chaired by Michael and will then vote on whether the motion is carried or not.



20th June

1000 – 1100

Social Media is Out of Control. Discuss

This is a subject keeping many business people awake at night. Based on the highly popular 'Discuss' debates set up by Michael Taylor, The Juice Academy – the multi award-winning social media apprenticeship – will invite four current or recently qualified apprentices to debate the motion. The audience will then add their thoughts, via a lively Q&A discussion, before voting.

1130 – 1230

The Future is now

Lewie Allen, Managing Director of Dentsu Aegis Network's new digital agency, fortysix, leads a group of young people from the local community through a real, live business challenge to showcase a new, fast way of working – the hope is to demonstrate what exciting results can be achieved when harnessing and valuing the voices of a diverse group of young people and acting quickly. But this event will be live, and anything can happen...

While Lewie and the young people work through their conundrum, they will be joined on stage by an expert panel to discuss business now and why involving the young, the diverse and the different can achieve innovative results; and how even the old stalwarts of business can embrace this approach.

This session is brought to you by United Way UK, the official philanthropy partner of IFB2016, as part of their 'First Day' initiative – the number 1 way to introduce young people to business.

1400 – 1630

Tech Entrepreneurs who want to change the world

Entrepreneurs are the engine room of the UK economy but if you want to make an impact on a global stage, than technology is the rocket fuel for growth.

The UK's newest tech magazine, Business Cloud, will be hearing from a mix of some of the country's most successful tech entrepreneurs and the new generation of tycoons that aspire to be the next Mark Zuckerberg.

The conference will look at how technology can transform business and shine a spotlight on where tech is taking us next.

21st June

The Future Of Everything

1000 – 1100 and 1400 – 1500

Time Machine launch

A fun, engaging activity with WoW's Time Machine and our nutty inventor, Professor Doctor Doctor: Attendees will be invited to step inside and explore their creativity by time travelling to a time and place of their choosing, with just three minutes inside (although it could be a life-time in the world to which they have journeyed) to write a piece of Flash fiction. You can take your work with you or have it displayed in the arena on WoW's time travelling board and on WoW's website. Although a fun activity, there are many studies that show creativity can have a positive impact on many areas of life and thought; this activity explores the impact of creativity on business people.

1130 – 1230

Visions of Space Adventure



1530 – 1630

From Sci-fi to Real life – True Fiction

Using examples from popular culture and sci-fi, two commentators will discuss and explore how science and science fiction have inspired and influenced each other; how present day developments in science can influence contemporary literature and vice-versa and how contemporary science fiction can inspire future scientific developments. This event will also feature the display of a small collection of sci-fi material in Western Europe.

1730

Blue Skies

Dr Angela Strank, Chief Scientist and head of downstream technology at BP

22nd June

1430 – 1630

City CEOs – How can Metro Mayors help Cities do Business?

As global ambassadors for their cities, Metro Mayors are in a unique position allows them to play an important role in attracting investment, unblocking bureaucratic conflict and logjams and overcoming NIMBYism in their cities. In May next year, some of the UK's largest urban areas will join London in electing their own Metro Mayor.

To prepare for this change, Centre for Cities is convening a programme of high-profile city and business leaders, as well as prominent urban thinkers to set out their visions for realising the full potential of urban Britain. Alexandra Jones, chief executive of Centre for Cities, will lead a conversation with speakers and the audience to find out more about how these firms and mayors hope to grasp the opportunities of these new mayoralties to help their cities prosper in the 21st century.

1730

Blue Skies

Sir Robin Knox-Johnston, Chairman Clipper Ventures



23rd June

FI Simulator

Learn how BT technology is helping the Williams Martini Racing team accelerate their performance. Throughout the day the Formula One car simulator will be available to test your driving skills.

The Original FI Simulator provides the opportunity to take the seat in an FW22 which was driven in 2000 by Jenson Button and Ralf Schumacher.

It offers realistic force feedback through the steering wheel simulating the loading effect whilst cornering, braking and acceleration. Controlled by the participant using the onboard brake and accelerator pedals with instruction provided by our experienced operators who will keep a record of the fastest lap times.

1730

Blue Skies

Graeme Hackland, IT Director, Williams Grand Prix Engineering

24th June

1000 – 1630

The Future of Sustainability: This Green and Pleasant Land?

1015 – 1115

Doing things better and doing better things.

Mark Shayler, author of *Do Disrupt: Change The Status Quo or Become It*

Mark's TED-style talk explains how he works with companies to encourage them to embrace genuine change, not just 'greenwash'. He'll look to at the future of energy and ask how communities can work together to be more sustainable.

1130 – 1230

The Future is Ethics – what's all this about a B Corp?

'B' stands for benefit – social and environmental, as well as financial. It also stands for the 'B' in 'be the change'. If 20th century capitalism was obsessed with maximising profits, success in business will be redefined in the 21st century. So claim the protagonists of the B Corp idea. As younger consumers expect companies to create social and environmental value alongside profits, we hear about how the B Corp concept is catching fire in the UK. Co-founder and Director of COOK, one of the UK's first B Corporations will be joined by Managing Director of Ella's Kitchen and the Social Stock Exchange.

1330 – 1415

Blue Skies

Douglas Flint CBE, Chairman of HSBC

WEEK THREE



24th June

1415 – 1515

This Green and Pleasant Land? – The New Industries

Sustainable industrial policy is worth £10 billion a year and 300,000 new jobs. So what are these new industries? We hear about three: offshore wind, hydrogen fuel cell cars that emit only water, and graphene. Speaking at this session: DONG Energy, National Graphene Institute and Chief Engineer and Founder, Riversimple.

1530 – 1630

This Green and Pleasant Land? – Redefining the Traditional Industries

Choosing to go green was once conceived as living an 'alternate lifestyle' however the urge to become greener and cleaner is being practised by not only new industries but also the traditional ones, making great strides in becoming more efficient (or green). We will hear how even your pension fund could be speeding up the shift towards greener energy. This session will start with an introduction from Teresa Hitchcock at DLA Piper. She will explain what the Paris Climate Change agreement means for companies.

27th June

The Future of People: Unlocking Potential and Reskilling the Workforce

1000 – 1045

Challenging Assumptions

An entertaining international perspective on recruiting those we normally overlook. Looking in the same places with tried and tested methods leads to incremental growth not exponential step change. The more unusual the pool and greater the risk, the greater the potential. Hear how unleashing new talent can surprise and delight you, as well as rewarding your business.

1100 – 1230

Beyond Oxbridge

Is a degree losing its status? At the beginning of the year publisher, Penguin Random House said job applicants no longer needed a university degree. Consultants, Price Waterhouse Coopers said they would stop using A level grades as a way of selecting recruits. So is a degree from a top UK university no longer necessary? Or are some degrees 'better' than others? And where else might employers find bright sparks?



27th June

1415 – 1515

The Genius Within – Understanding Neurodiversity

Cheryl Winter works for Genius Within, a social enterprise which facilitates people with neurodiversity to achieve their potential. A Chartered Psychologist, she tells us how she provides coaching for people in work, in the community and in custody, targeted at improving cognitive skills. The work of Genius Within was recently featured on the BBC2 documentary 'Employable Me', which has led to a positive change in the public understanding of the strengths and abilities that accompany so many conditions that we call 'disability'.

1530 – 1630

Prison Break

James Timpson works closely with the Prison Service to identify potential candidates inside prison who have the right kind of personality to make it on release working within the business. James will be joined by Clare McGregor, who coaches people inside prison and helps them set up their own businesses. They will

also be joined by someone who is released on licence on the day of this festival, coming straight from prison to the session to explain how art, music and education inside changed his life.

1730

Blue Skies

Liv Garfield, CEO Severn Trent

28th June

The Future of Technologies: Virtual Worlds and Creative Revolutions

1015 – 1115

Gaming is Good For Your Health

Addiction, depression, 'Play Station thumb'. Whenever we hear about gaming we are almost always told it's bad for us. This session looks at how some gaming technologies are being used to make people better. Augmented reality to help people face phobias, virtual reality to stop the excesses of OCD, and Candy Crush Saga to give some light to those suffering depression.



28th June

1130 – 1230

Mobile Virtual Reality: Turning Social Networks into Sociable Networks

Mobile VR presents an opportunity to turn social networks into what they should have been all along – truly sociable experiences. They offer the possibility of spending quality time with family and friends in spectacular, virtual destinations and sharing experiences together from virtually anywhere, at virtually any time on virtually any device. We look at how to maximise the possibilities offered by mobile VR to create real, sociable networks where people genuinely connect and socialise – and how we encourage repeat engagement and real communication.

1415 – 1515

Will VR kill culture?

As technology advances, giving us amazing real life experiences at home, is there a risk that we will stop going out? Why bother with a cultural event in a theatre when you could have the 'hyper-real' 360 happening with a virtual reality headset in the comfort of your living room? Could VR kill culture? With speakers from the Head of Digital at the BBC Academy to the Royal Court and The Kazimier getting involved, we'll look at whether tech and the arts can work together to provide new experiences in traditional places?

1530

FACT Lab

The FACT Lab will show the international business community that Liverpool is an independent, innovative city, full of surprises and experiments, while making great art.

1730

Blue Skies

Sir Martin Sorrell, CEO WPP

29th June

The Future of Place: How and where we live

1015 – 1115

What makes a city smart?

In this session we will discuss what being a smart city means. We will explore how sharing data about ourselves – what we do and how we use our environment – can make city life better. We'll be joined by Steve Turner of Arup Digital, Tom Saunders, author of 'Rethinking Cities From the Ground Up' and entrepreneur, Volker Hirsch and GM Connect.

29th June

1130 – 1230

Living Cities with Will Butler-Adams, CEO
Brompton Bicycle

Across the world there is net migration to cities, from London to Seoul; Istanbul to Santiago. This migration has occurred in such a subtle and rapid way, that we have not had a chance to adapt or to accommodate it. Cities have become congested, polluted and depressed, burdening society with exponential growth, diabetes and heart disease due to obesity, which has grown 60% in the UK in the last 10 years as well as chronic mental health problems. Yet the solution has been under our noses for 100 years, in the form of the simple bicycle.

1430 – 1530

It's Smart Citizens... Stupid

As we will have heard, improvements in urban living can't all be about big data. This session asks what else we need in order to make the places we call home, work – art, music, community, and health. We'll be joined by Burnley's Super Slow Way, Nothin' But The Music and Liverpool Biennial to look into the different elements that contribute to our home life.

1545 – 1645

THIS is the Northern Powerhouse

After three weeks of debate on the future of business, we look back, with some of our session speakers, at what we've talked, argued and agreed about, and present our version of what the Northern Powerhouse looks like.

1730

Blue Skies

Robert Hayes, Senior Director, Strategy & Partnerships,
Microsoft Enterprise Cybersecurity Group



30th June

0945 – 1600

Open To Export Action Plan Competition

The Open to Export competition is a 'Dragons' Den' style contest in which 10 of the UK's best small businesses pitch their export plans to a panel of experts, live on the Blue Skies Stage.

The winner will scoop £3,000 and training from the Institute of Export and the runners up will win a year's free small business membership with the Institute of Export, a year's free membership with the Great British Store.

The competition was set up by Open to Export to encourage small UK businesses to take the next steps towards international growth.

1730

Blue Skies

Lord O'Neill, Commercial Secretary to the Treasury
and renowned economist



RELAX WITH BEACH HUTS AND CELEBRATE CULTURE

The streets of Liverpool will be lined with beach huts filled with celebrations of British culture, new technology and art as part of IFB2016.

Curated by Metal, a collective of Liverpool-based artists, the beach huts will include installations from artists, makers, poets, performers and entrepreneurs, who will give performances, run workshops, hold conversations and share ideas throughout the festival, from June 11th to July 3rd.

There will be a mix of different huts stretching from the site of the festival, at Exhibition Centre Liverpool, to the main thoroughfare of the Strand (the Strand is the old English word for beach).

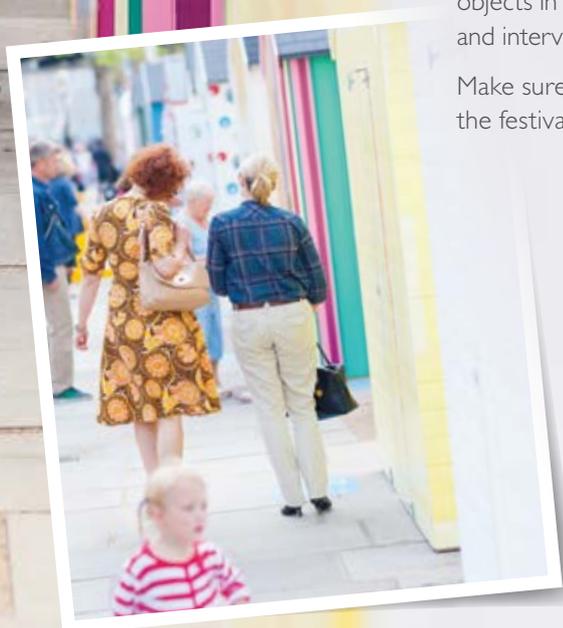
Each cluster of Beach Huts will house a selection of new creative commissions, which will showcase the creative industries from the Northern Powerhouse cities – Liverpool, Leeds, Manchester, Newcastle and Sheffield.

Beach huts will include installations from charity Landlife, which creates urban places for nature; its hut is called The Northern Flowerhouse.

The FACT (Foundation for Art and Creative Technology) Lab will show the international business community that Liverpool is an independent, innovative city, full of surprises and experiments, while making great art.

Artist Hilary Jack has been commissioned to create her own unique beach hut, working across media, re-purposing found objects in site referential artworks and sculptural installations and interventions.

Make sure you check out the beach huts on your way to the festival.





MEET THE EXPERT MASTERCLASSES

Sometimes Serious. Sometimes off the wall. Always essential. Meet the Expert is a series of masterclasses for small to medium-sized enterprises that aim to grow or export for the first time. Topics range from 'Seven essential elements of successful international marketing' to 'Funny Business' (incorporating humour into presentations for diverse or international audiences) and everything in between.

Masterclasses are delivered by experts and they are completely free of charge. To attend, all you have to do is join International Festival for Business Club via the website: ifb2016.com or go to eventbrite.co.uk and search for IFB2016 Meet the Expert Masterclass.

13th June

The Future of Retail & The Model of Modern Retail

How large business and smaller business can learn from each other.

How these Business can take advantage of technology to improve their business.

13th June

13th June

Marketing for the year you're in: Seven essential elements of successful international marketing in 2016

A talk that offers a unique take on what the modern international business needs to put in place in order to succeed in export markets.

A day CIM course to provide international business owners and marketers with a no-nonsense toolkit to effectively market their business in 2016.

Those who attend will:

- Learn how to set digital marketing objectives and a strategy that will lead to more successful business outcomes
- Create and run an engaging website
- Ensure your business can be found by search engines
- Take an expert driven inbound content marketing approach to business development
- Make the most of critical social media channels

14th June

The UK's innovation support landscape explained

Talk on funding opportunities and are connecting business with academics, government, etc.

How Innovate UK can help grow your business.

14th June

UK Government Financial Assistance for Exporters

Discusses how the UK Government acting through a departments called U.K. Export Finance (UKEF) can assist the UK's exporting companies.

It will discuss how business can communicate and market across cultures.

14th June

1600 – 1640

COBCOE sessions

Part 1: Understanding the business environment and culture.

Part 2: Finding business partners.

Part 3: Being language ready and cross-border due diligence.

14th June

1640 – 1720

COBCOE sessions

Part 1: Moving good.

Part 2: Getting paid and managing risk, Top 5 AIG tips!

Part 3: Managing exchange rate fluctuations.

15th June

Getting Started in Exporting

Beginners Guide for SME's looking to export.

Advice from successful exporting companies called 'Export Champions'.

Topics include: Resources & Commitment, Planning, Market Entry, Regulatory Issues, Exporting Marketing, Financing and Help Available.

15th June

Innovate2Succeed

A new programme designed to drive business growth by harnessing innovation.

For ambitious companies who wants to unlock innovation management potential.

The session will help plan innovation commercialisation activity, develop and implement practical innovation, management processes, connect to high quality specialist advice, support and facilities, create a culture of sustainable innovation and become investment-ready and secure funding or finance.

16th June

Building an International Brand: Why successful export communication is a matter of the heart

Promoting a brand and identifying the best channel to do so.

Doing Business face to face with other cultures.

Developing International Communication and Market Planning.

16th June

Lasers have the power to drive UK Business

This session will discuss how useful lasers can be U.K industry and how it has now become a real and commercially attractive alternative to conventional joining, machining and manufacturing technologies.

The presentation will include various case studies which include images and videos showing laser applications and components made possible by lasers.

The idea is for any manufacturer of a product should attend and be inspired about how using lasers can help improve efficiency, productivity and profitability of U.K. businesses.

16th June

Comedy, Confidence & Cultural Relevance

This session will look to show people how to take the fear out of public speaking to an international audience, how to navigate delicate cultural differences by understanding your audience and give you a toolkit for your next important business presentation.

This will be done by using comedy to help people turn them into a more effective international public speaker; helping turn any nerves into to an advantage, how to deal with difficult questions, making the most of your personality and showing you how to enjoy giving effective, engaging and memorable presentation.

17th June

How does technology affect our lives?

This Microsoft session focuses on business productivity, centred on MS Cloud services.

17th June

Exporting: worth the pain?

How business can export abroad, even when it seems challenging, it is economically worth it and how easy it is to overcome challenges such: bureaucracy, cost, language and culture.

Using case studies of Brazil and China, Oliver will cover minimum business size, finding reliable local partners, cutting through red tape, handling financial transactions, overcoming cultural barriers and the importance of setting up good communication channels.

20th June

Who ate my battery: how the U.K leads in energy efficient computer systems

Discussion about new research into energy efficiency.

21st June

Comedy, Confidence & Cultural Relevance

This session will look to show people how to take the fear out of public speaking to an international audience, how to navigate delicate cultural differences by understanding your audience and give you a toolkit for your next important business presentation.

This will be done by using comedy to help people turn them into a more effective international public speaker, helping turn any nerves into to an advantage, how to deal with difficult questions, making the most of your personality and showing you how to enjoy giving effective, engaging and memorable presentation.

21st June

Doing Business with Liverpool City Council & Supporting its Social Value Agenda

This session will discuss:

- Liverpool City Council Procurement Strategy and Objectives.
- Fair City Liverpool and Blueprint for better business.
- Forthcoming contract opportunities and how they are advertised.
- How suppliers can consider Social Value in their tender submissions.

22nd June

Getting Started in Exporting

Beginners Guide for SMEs looking to export.

Advice from successful exporting companies called 'Export Champions'.

Topics include: Resources & Commitment, Planning, Market Entry, Regulatory Issues, Exporting Marketing, Financing and Help Available.

22nd June

Urban solutions for the future

How supporting future city solutions can improve and integrate multiple urban systems.

22nd June

The UK's innovation support landscape explained

Talk on funding opportunities and are connecting business with academics, government, etc.

How Innovate UK can help grow your business.

23rd June

How does technology affect our lives?

This Microsoft session focuses on business productivity, centred on MS Cloud services.

23rd June

Doing Business with Liverpool City Council & Supporting its Social Value Agenda

Liverpool City Council Procurement Strategy and Objectives.

Fair City Liverpool and Blueprint for better business.

Forthcoming contract opportunities and how they are advertised.

How suppliers can consider Social Value in their tender submissions.

24th June

Open Innovation- helping you find the knowledge to grow your business

Get an overview of the current state of business-university collaboration;

Discover the advantages of effective collaboration.

See demonstrations of cutting-edge business-university collaboration platforms.

Have an opportunity to shape the future of how universities and businesses can better work together to increase the competitiveness and success of UK business.

27th June

The UK's innovation support landscape explained

Talk on funding opportunities and are connecting business with academics, government, etc.

How Innovate UK can help grow your business.

27th June

Exporting: A Pipedream or Reality?

Methods that exporters use to develop overseas markets.

28th June

Identifying tomorrow's billion-pound industries

Insight into how to identify and invest in technologies and capabilities that will lead to the new products, process and services of tomorrow.

28th June

The Internet of Things (IoT) The new wave of the future

Discussion on The Internet of Things (IoT) which offers business immediate and real-world opportunities to reduce costs, increase revenue and transform your business.

The Masterclass with tech business how to connect devices, analyse untapped data, integrate business systems and transform your company when you uncover new business models and revenue streams.

Helping business predict the future by using advanced analytics and machine learning to capture insights from data that weren't before.

29th June

Building your business, one graduate at a time

Collaboration between Businesses and Universities.

The benefits from both working together.

29th June

Getting Started in Exporting

Beginners Guide for SME's looking to export.

Advice from successful exporting companies called 'Export Champions'.

Topics include: Resources & Commitment, Planning, Market Entry, Regulatory Issues, Exporting Marketing, Financing and Help Available.

29th June

Everyone Owns IP: What do you own?

Talk on how IP's can affect a business both in a good and bad way.

29th June

Business Beyond Boundaries

Talks on:

Institutional Agility and Questioning assumptions across the entire business spectrum.

30th June

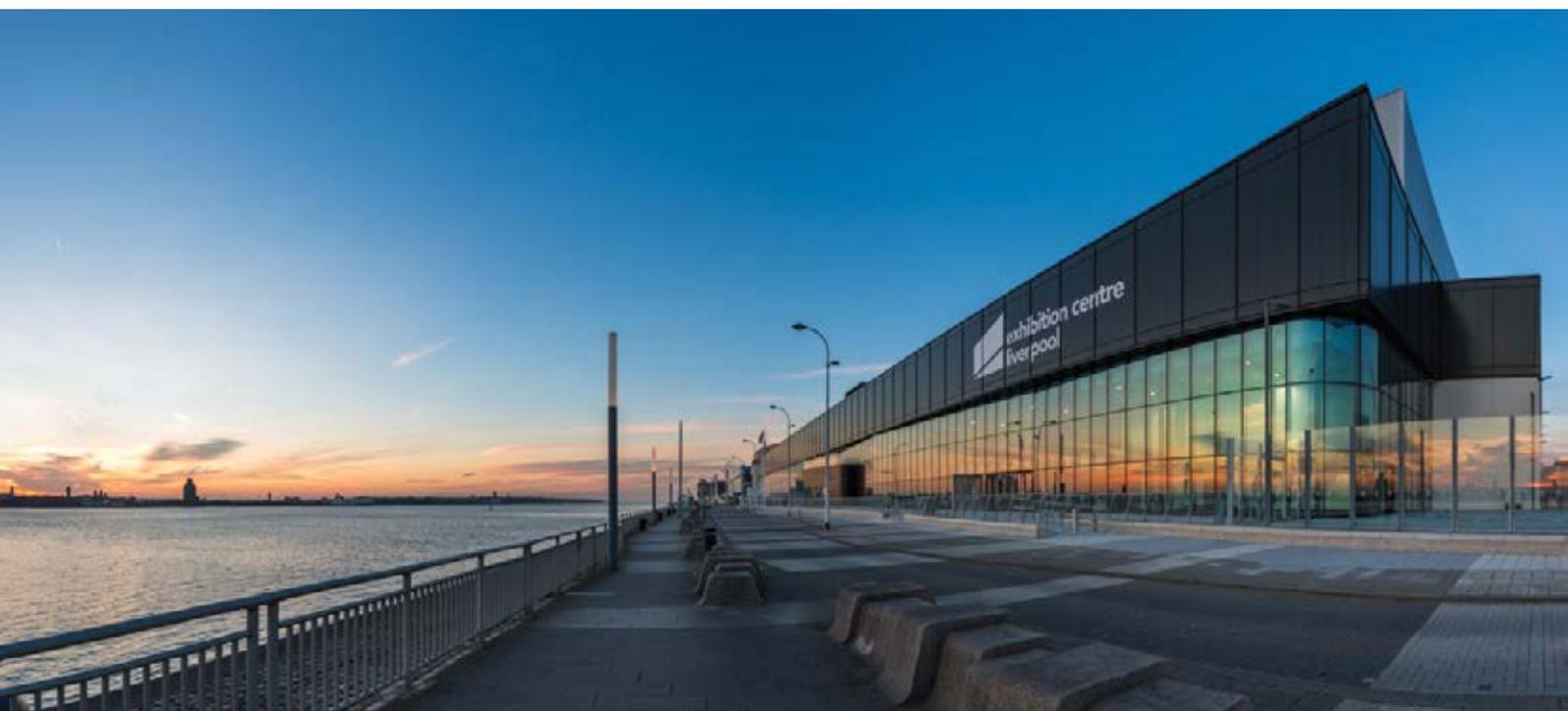
Business Beyond Boundaries

Institutional Agility and Questioning assumptions across the entire business spectrum.

30th June

Robotic Process Automation-Looking at the Robots in a different way

Discussion about how robotics can be used in the work place and the future potential of them in various business sectors.





THE BEST OF BRITISH

The GREAT British Showcase runs throughout IFB2016 and it will showcase the most innovative and exciting things British business has to offer the world. You can even get up close and personal with the remarkable Aston Martin Rapide supercar.

Delivered by UK Trade & Investment, the government department that helps UK-based companies export and international companies establish and expand in the UK, the GREAT British Showcase is completely free and is open to everyone that's joined the International Festival for Business Club via the website: ifb2016.com

There are three unique stages, at which you will feel the innovative power that UK business has to offer:

- Creativity is GREAT
- Innovation is GREAT
- Design is GREAT

GET A DIGITAL TUNE-UP

Global technology giant Google is giving you the chance to get a free digital tune-up during IFB2016.

The Google Digital Garage is an online portal that supports entrepreneurs, ambitious growth firms and anyone with ambitions of making it big in business.

It focuses on giving you the digital skills you need to turbocharge growth, with each workshop acting as a one stop shop to accelerate knowledge.

The Google Digital Garage has two main themes: 'Telling Your Story Online' will help you to improve their digital presence, while 'Reaching New Customers' is focused on improving customer visibility.

The Google Digital Garage is completely free and it offers an unrivalled opportunity for you to get mentoring and advice from a true global leader.

To book your free place, join the International Festival for Business club online at ifb2016.com



For more information or to register to attend for free, visit www.ifb2016.com

IFB2016

10th Floor
The Capital
39 Old Hall Street
Liverpool
L3 9PP

info@ifb2016.com
www.ifb2016.com

www.dlapiper.com