

MIRRORS

WIBBOBS

OR MOVERS

This year's conference theme is 'A positive brainprint: a commercial no brainer?' and our agenda will explore whether content with a positive message or goal is now good business. We will cover a range of topics that touch upon this, including alternative and new content mediums, partnerships and advertising, diversity and inclusion both within organisations but also in the content that is created and shared, and science-based climate reporting. The day will open and close with lunch and drinks for those joining in-person. The event will be hybrid, and we encourage all our online audience members to participate throughout the day with the webinar chat function. Speaker biographies, venue information and further details can be found on the [website](#).

12.00 – 1.15pm	Afternoon registration for in-person tickets
	Alternative Content with a Positive Brainprint [1 hour]
	<ul style="list-style-type: none">• Jennifer Estaris, Game Director, ustwo games
1.15 – 2.15pm	<ul style="list-style-type: none">• Oliver Latham, VP Strategy & Growth (Workplace Skills), Pearson• Hanna Grahn, Climate Action Manager, Spotify
	Love Island x Ebay: partnering for positive change [30 mins]
2.15 – 2.45pm	<ul style="list-style-type: none">• Susie Braun, Director of Social Purpose, ITV• Lara Worthington, Head of Creative Partnerships, ITV
2.45 – 3.15pm	<i>Break [30 mins]</i>
3.15 – 4.15pm	Gender-based Violence in the Media and its Impacts [1 hour] Laura Bates, Founder of the Everyday Sexism Project
4.15 – 4.30pm	<i>Break [15 mins]</i>
4.30 – 5.00pm	Science-based Climate Reporting [30 mins] María Mendiluce, CEO, We Mean Business Coalition
5.00 – 5.30pm	Inclusion and Belonging in the Workplace [30 mins] Oriane Georgeac, Assistant Professor at Boston University
5.30 – 5.35pm	RMF: Closing Thoughts [5 mins] Daniel Witte, Partner Manager, Carnstone