Global Innovation Forum
17-19 Nov | Virtual Edition

agenda
Ivy Ross
VP of Hardware Design at Google

Sam Latif
Company Accessibility Leader at P&G

Barbara Belvisi
Founder & CEO at Interstellar Lab

Frank Stephenson
Iconic Car Designer

Agnete Oernsholt
Group Design Director at Disney

Carlos Acosta
Ballet Dance Star

Eric Tachibana
Senior Practice Manager at Amazon WS

Myriam Sidibe
Author “Brands on a Mission”

Rob Lowe
Head of Value Creation at LEGO Ventures

Merle Hall
CEO at Kinneir Dufort

Galit Ariel
TechnoFuturist, Author and Creative Creature

Michelle Ha Tucker
Director of Design at Sidewalk Labs

Adriana Lakatosova
Associate Platform Strategist at ING

Hind Al Mualla
Chief Creativity, Happiness, Innovation at Dubai KHDA Master Inventor at IBM

Joni Saylor
Design Principal & Master Inventor at IBM

Ben Strutt
Director Design & FEI at Cambridge Design P’ship
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Details</th>
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<tbody>
<tr>
<td>15:30</td>
<td>THE MOST IMPORTANT DEAD COMPANY IN SILICON VALLEY</td>
<td>Sarah Kerruish General Magic Movie, Marc Porat Investor, Entrepreneur &amp; Co-Founder General Magic In talk with: Tom Ellis Brand Genetics</td>
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<tr>
<td>16:00</td>
<td>PRIVATE SCREENING: MULTI-AWARD WINNING DOCUMENTARY ‘GENERAL MAGIC’</td>
<td>The story of one of history’s greatest tech teams who after a great failure, changed the lives of billions.</td>
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<td>10:00</td>
<td>OPENING BY CHAIRPERSON</td>
<td>Tom Ellis Brand Genetics</td>
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<tr>
<td>10:30</td>
<td>THE PECULIAR AMAZON APPROACH TO CULTURE AND INNOVATION</td>
<td>Eric Tachibana Amazon WS In talk with: Ben Strutt Cambridge Design Partnership</td>
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<tr>
<td>11:00</td>
<td>EXPO + NETWORKING</td>
<td>‘ASK AN EXPERT’: CORPORATE VENTURING Rob Lowe &amp; Michael Stahl LEGO Ventures In talk with: Charles Carter Innovation Journalist</td>
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<tr>
<td>11:30</td>
<td>BUILDING AND INCUBATING THE NEXT WAVE OF HUMAN-FIRST CONNECTED HEALTH BUSINESSES</td>
<td>Nick Tate GSK Consumer Healthcare In talk with: Merle Hall Kinneir Dufort</td>
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<tr>
<td>12:00</td>
<td>THE POWER OF INCLUSIVE DESIGN</td>
<td>Sam Latif Procter &amp; Gamble, Benjamin Evans Airbnb In talk with: Tom Ellis Brand Genetics</td>
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<tr>
<td>12:40</td>
<td>MUSEUM OF FAILURE TOUR</td>
<td>Samuel West Museum of Failure</td>
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<td>12:50</td>
<td>EXPO + NETWORKING</td>
<td>‘WORKSHOP’ BREAKOUT SESSION ECOSYSTEM INNOVATION Ron Kersic ING Adriana Lakatosova ING A playful workshop to help you uncover opportunities for innovating your ecosystem. Pick up on emerging trends and mobilise for a collaborative response.</td>
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<tr>
<td>13:10</td>
<td>ACHIEVING SOCIAL IMPACT AND BUSINESS GROWTH THROUGH PURPOSE</td>
<td>Myriam Sidibe Author ‘Brands on a Mission’</td>
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<tr>
<td>13:50</td>
<td>INNOVATING IN A LARGE COMPANY</td>
<td>Lisa Swearingen Marriott International In talk with: Tom Ellis Brand Genetics</td>
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<td>14:20</td>
<td>MUSEUM OF TOMORROW TOUR</td>
<td>Marcela Sabino Museum of Tomorrow</td>
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<td>14:40</td>
<td>EXPO + NETWORKING</td>
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<tr>
<td>14:50</td>
<td>YAYPOCALYPSE</td>
<td>Galit Ariel TechnoFuturist, Author and Creative Creature In talk with: Kelly Dawson Kinneir Dufort</td>
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<tr>
<td>15:30</td>
<td>THE INTERSECTION OF DESIGN AND SCIENCE</td>
<td>Ivy Ross Google In talk with: Chris Houghton Cambridge Design Partnership</td>
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<tr>
<td>16:00</td>
<td>FAIRY TALES FROM THE FUTURE</td>
<td>Tarik Abdel-Gawad Google</td>
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All times in UK time zone (Morning sessions to be replayed at the end of each day)
09:30  BALLET FIT TRAINING  
Birmingham Royal Ballet

10:00  CHASING PERFECT  
Frank Stephenson Iconic Car Designer  
In talk with: Ben Strutt Cambridge Design Partnership

10:30  RE-IMAGINING CITIES  
Michelle Ha Tucker Sidewalk Labs

11:00  EXPO + NETWORKING

11:30  THE FUTURE OF EDUCATION  
Hind Al Mualla Dubai Knowledge & Human Development Authority  
In talk with: Tom Ellis Brand Genetics

12:10  CIRCULAR BUSINESS MODELS FOR SUSTAINABLE DEVELOPMENT  
Michael Ott Clorox, Francesca Lilley COS, H&M Group  
In talk with: Hugh McCann Ellen MacArthur Foundation

12:40  SHENZHEN OPEN INNOVATION LAB TOUR  
David Li Shenzhen Open Innovation Lab

13:10  SOCIAL INTRAPRENEURSHIP  
Tim Heard Barclays Ventures  
In talk with: Craig Wightman Kinneir Dufort

13:50  COMIC BOOKS & INNOVATION  
Ken Lashley Marvel Entertainment  
In talk with: James Harmer CDP

14:20  DHL INNOVATION CENTER TOUR  
Angela Hills DHL

14:40  EXPO + NETWORKING

14:50  EMOTIONAL AI  
Maja Pantic Facebook  
In talk with: Tom Ellis Brand Genetics

15:20  COCKTAIL MAKING CLASS  
Richard Maxted Mix & Muddle

15:30  MULTICULTURALISM IN ACTION  
Agnete Oernsholt The Walt Disney Company  
In talk with: Merle Hall Kinneir Dufort

All times in UK time zone (Morning sessions to be replayed at the end of each day)
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<td>09:30</td>
<td>BOXING WORKOUT</td>
<td>Box Mind</td>
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<tr>
<td>10:00</td>
<td>NEW OFFLINE COMMERCE SCENARIOS IN THE DIGITAL ECONOMY ERA</td>
<td>Lynn Hu Alibaba</td>
<td>In talk with: Tom Ellis Brand Genetics</td>
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<tr>
<td>10:30</td>
<td>LIVING IN SPACE: BUILDING THE FIRST CLOSED-LOOP CONTROLLED ENVIRONMENT VILLAGES ON EARTH</td>
<td>Barbara Belvisi Interstellar Lab</td>
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<td>11:00</td>
<td>EXPO + NETWORKING</td>
<td>‘BOOK CLUB’ ROUNDTABLE</td>
<td>Paul Marsden Brand Genetics</td>
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<td>What is the most important 2020 business book?</td>
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<td>11:30</td>
<td>FROM HAVANA’S STREETS TO A BALLET DANCE STAR</td>
<td>Carlos Acosta Birmingham Royal Ballet</td>
<td>In talk with: Tom Ellis Brand Genetics</td>
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<tr>
<td>12:10</td>
<td>TOMORROW’S INNOVATORS</td>
<td>Maggie Philbin Teentech</td>
<td>Teenage UK students</td>
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<td>12:40</td>
<td>TRIBUTE TO THE LATE SIR KEN ROBINSON</td>
<td>Do schools kill creativity? TED Talk</td>
<td>Intro by: Ben Strutt Cambridge Design Partnership</td>
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<td>EXPO + NETWORKING</td>
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<tr>
<td>13:10</td>
<td>LIVING IN THE MOMENT</td>
<td>Kane Avellano Adventurer, Entrepreneur &amp; Guinness World Record Circumnavigator</td>
<td>In talk with: Ben Strutt Cambridge Design Partnership</td>
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<td>13:50</td>
<td>MISSION IMPOSSIBLE</td>
<td>Rebekah Moses Impossible Foods</td>
<td>In talk with: James Harmer Cambridge Design Partnership</td>
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<td>14:20</td>
<td>EXPO + NETWORKING</td>
<td>‘ASK AN EXPERT’: DESIGN THINKING</td>
<td>Joni Saylor IBM</td>
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<td>Lloyds Banking Group</td>
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<td>14:50</td>
<td>ORGANISATIONAL UNDERWEAR: SUCCESSFULLY COLLABORATE WITH CROSS-FUNCTIONAL TEAMS</td>
<td>Richard Banfield InVision</td>
<td>In talk with: Craig Wightman Kinneir Dufort</td>
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<td>15:30</td>
<td>CLOSING BY CHAIRPERSON</td>
<td>Tom Ellis Brand Genetics</td>
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Ecosystem Innovation Workshop
ING

Challenge Design Workshop
MIT Solve

Ask an Expert Sessions
LEGO, Mondelez & IBM

Private Screening
General Magic Movie

Wellness Classes
Birmingham Royal Ballet & Box Mind

Online Expo
Indiegogo

Virtual Tours
Innovation Hubs, Workplaces & Museums

Book Club
The most important 2020 business book

Cocktail Making Class
Mix & Muddle
Global Innovation Forum is organized, administered and delivered by Selectiva International Ltd.

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