The World of Work: What The Fringe?!

Exploring the future of work in a COVID world

8, 9 and 10 September

14:50 - 16:40

	Tuesday 8 September	Wednesday 9 September	Thursday 10 September
14:50 - 15:00	🎧 Live DJ Set 🎧	🎧 Live DJ Set 🎧	🎧 Live DJ Set 🎧
15:00 - 15:10	Welcome *Naeema Pasha,* ***Henley Business School***	Welcome *Naeema Pasha,* ***Henley Business School***	Welcome *Naeema Pasha,* ***Henley Business School***
15:10 - 15:30	What's the Future of the High Street? *Moira Clark,* ***Henley Business School***	The Impact of Digital Misinformation *Imran Ahmed,* ***Center for Countering Digital Hate***	You Talk Sustainability, But How Can you Really Walk it? *Ben Poate,* ***The Marketing Store***
15:30 - 15:50	The AI Explosion in Africa: It's Going to Accelerate Your AI Thinking *Panel led by Richard Foster-Fletcher,* ***NeuralPath.io.*** *Ft. Irene Kiwia,* ***Frontline Media Management,*** *John Kamara,* ***Afya Rekod*** *and Celina Lee,* ***Zindi***	The Nordic Viking and the African Village – Unified in Leadership and Diversity? *Chris Shern,* ***Henley Denmark,*** *Frans van der Colff and Prelude Sibindi,* ***Henley Africa***	Engaging Employees – Integrating Technology and Humanity During Turbulent Times *Pete Grosse,* ***Foundation SP***
15:50 - 16:10	AI Innovation and Skilling: The Future Needs You *Maya Dillon,* ***Microsoft***		Levelling up Learning - Organisational Skills Led Recovery *Josie Cluer,* ***EY*** *and Elena Beleska-Spasova,* ***Henley Business School***
16:10 - 16:30	How to get Millennials and Gen Z to Stay Awake While you Talk *Mary Agbesanwa,* ***PwC and NYT Network***	Wake Up and Smell the Emerging Technology *Richard Norton,* ***Tiny Giant***	Status Update: The Future of Work - It's Complicated *Leila Ratnani,* ***Facebook***
16:30 - 16:40	🎧 Live DJ Set 🎧	🎧 Live DJ Set 🎧	🎧 Live DJ Set 🎧

Henley Business School
UNIVERSITY OF READING

Where business comes to life

Tuesday 8 September

14:50 - 15:10
Live DJ set and welcome from Dr Naeema Pasha

15:10 - 15:30
What's the future of the high street?
Professor Moira Clark, Henley Business School

The COVID-19 pandemic has caused many retailers to close physical stores or dramatically shrink their offering, and has led to uncertainty for the future of high street retailing. Moira will examine the impact of this on the future of the high street. She will examine the dramatic shifts in consumer behaviour that are leading retailers to rethink the way they do business in order to meet the evolving landscape of customer experience. She will look at what they can do to create opportunities and become more innovative whilst at the same time remaining relevant. She will also consider how retailers can transform the retail experience by the use of technology and reworking the physical environment. Finally she will look at how responding with 'agility' will be the secret to success and achieving a long term sustainable competitive advantage.



Moira is Professor of Strategic Marketing at Henley Business School, and Director of The Henley Centre for Customer Management. She also serves as a consultant to a number of leading UK and international companies. Her major area of research and consulting is in Customer Management, Social Networking, Customer Retention and Internal Marketing. She has worked extensively in the area of culture and climate, its impact on retention and loyalty and the critical linkages between employee behaviour and customer retention.

Prior to academia, Moira was an international marketing consultant in Munich where she was involved with a wide range of industries, including service industries, consumer and industrial goods manufacturers. She's also worked as a marketing director for an international health food manufacturer and as a marketing manager for the toiletries subsidiary of Dunhill International.

15:30 - 15:50
The AI explosion in Africa: It's going to accelerate your AI thinking
Panel led by Richard Foster-Fletcher, NeuralPath.io
Panellists: Celina Lee, Irene Kiwia and John Kamara

This exciting session explores how AI is redistributing jobs, empowering women and improving access to healthcare in Africa. Join Richard as he hosts African AI leaders; Celina Lee, Irene Kiwia and John Kamara. Together, they will explore how artificial intelligence is integral for the future of work in Africa and discuss real-world use cases from across the continent.

Richard is an AI Influencer, Interviewer and Podcast Host. He is the Founder of NeuralPath.io, an AI Advisory Practice, Chair of MKAI and Host of the Boundless Podcast: Designing Our Digital Future. He is a graduate of the MIT AI Strategy Course and a Wiley published author on the Future of AI.

Formally with Oracle Corporation, Richard consults on AI innovation, ethics and the future of work for leading learning institutions including the International Institute of Digital Technologies. He is a visiting lecturer in AI for Cranfield School of Management and a member of the Open University AI Projects Advisory Board.





Celina is the CEO and co-founder of Zindi, a data science competition platform, dedicated to solving Africa's most pressing problems by bringing together a community of data scientists who collaborate and compete to come up with the best possible solutions.

She has a passion for unleashing the power of data for social good. Celina has a proven track record of thought leadership in the intersect between data and development and has played central roles in the launches of global platforms including the Alliance for Financial Inclusion, insight2impact, and Zindi. Her work has expansively bridged across the private and public sectors and across various development areas including financial inclusion, micro and small enterprise development, market system development, gender, climate change, and public health.

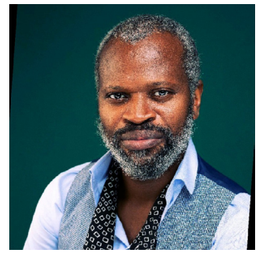


Irene is a Tech Entrepreneur and an evangelist for Women & Youth Empowerment. She founded Twaa, a knowledge-sharing platform for women in Africa. She is CEO of Frontline Management, where she's overseeing it's expansion in 25 countries.

Irene has led successful transformational programs for women and girls in Tanzania through her organisation The Women of Achievement, which she then transitioned to incorporate technology. She is now spearheading major impact tech platforms that integrates finances, trade, communication and capacity building aimed at empowering women and girls in Africa from lack of access and minimum resources to ultimate financial freedom.

John is the Founder of Afya Rekod, a unique two-way data storage and patient communication platform built on smart technologies to provide access to healthcare services. He is an experienced marketing, business growth, and market acquisition executive, who has successfully delivered multi-million dollar global projects for over 15 years.

John is very much involved and associated with Africa. He was the Chief Strategist of the team that introduced the Global Good project to the Nigerian government. He is also involved in various advisory roles with projects in Kenya, Ghana, Uganda, and Nigeria.

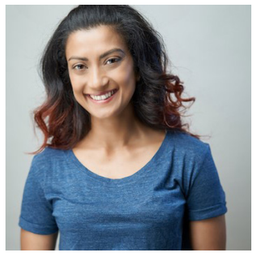


15:50 - 16:10
AI innovation and skilling: The future needs you.
Dr Maya Dillon, Microsoft

Maya will draw us into thinking deeper about working in an uncertain and changing world, gripped by the pandemic (and let's not forget the small matter of climate change!). Maya thinks it's important to remember that tomorrow will come and the opportunities that it will bring are the ones we will create for ourselves.

Lots of us with our eye on the future are taking this opportunity to upskill ourselves. The demand for digital skills is increasing rapidly, and organisations will eventually reap the rewards. However, they're not the ones doing the pushing. The power to create and accelerate change lies within us. So what can you achieve and how can you make yourself an invaluable member of a new workforce?

Maya will talk about some of the exciting AI for Good projects that Microsoft is engaged in and also talk about how you can jump start a new career path.



Maya is UK Lead for AI; Azure at Microsoft. She is a professional geek, with a love for science and technology, and its application in augmenting human ingenuity and empowering the world. She has a had a varied career; from astrophysics to running her own business as an Executive Coach to working as a Data Scientist and AI specialist before finding her platform at Microsoft. Her experience is a vibrant mix of academia, entrepreneurial work with start-ups and multi-national corporates.

Maya is passionate about AI for Earth, with its particular application, in solving climate issues, conservation of species, and creating sustainable solutions, where humanity and nature can flourish together.

16:10 - 16:30
How to get Millennials and Gen Z to stay awake while you talk
Mary Agbesanwa, Now You're Talking Network

Mary will talk about how to deliver engaging presentations and talks to Millennials and Gen Z based on trends in how they learn and how they want to improve themselves both personally and professionally. This session is an essential for both people in universities and organisations working with this group of people.

Passionate about the future of financial services and supporting millennials to achieve their full potential, **Mary** works as a Management Consultant at PwC advising banks and fintechs through change. Outside of work, she blogs on her Medium blog A Millennial's Diary about careers and personal development for Millennials, and co-runs a female millennial self-development and entrepreneurial community called Now You're Talking alongside Lola Olaore.

Mary was selected as a McKinsey Next Generation Women Leader 2020 and is No.1 on EMpower and Yahoo Finance's Future Leader List 2020.



Wednesday 9 September

14:50 - 15:10
Live DJ set and welcome from Dr Naeema Pasha

15:10 - 15:30
The impact of digital misinformation
Imran Ahmed, Center for Countering Digital Hate

The Center for Countering Digital Hate is an international not-for-profit NGO that seeks to disrupt the architecture of online hate and misinformation. We can all see that digital technology has changed the way we communicate, build relationships, share knowledge, set social standards, and negotiate and assert our society's values.

In this talk, Imran will discuss how some digital spaces have been colonised and exploited by fringe movements that instrumentalise hate and misinformation. From anti-feminism to ethnic nationalism and to denial of scientific consensus. The trolling, disinformation and skilled advocacy of negative causes has resocialised the offline world for the worse.

Imran will outline how the Center's important work combines both analysis and active disruption of these networks and how their solutions have proven effective against a number of different types of hate and misinformation, like identity-based hate, climate change denial and health misinformation. He will discuss how he aims to produce practicable, efficient and scalable strategies and tactics to counter hate and misinformation globally.



Imran founded CCDH in December 2017. He frequently appears in the media as an expert in online malignant behaviour (identity-based hate; misinformation; extremism; fake news; trolling; and social media).

Imran is a trustee of the charity, Victim Support. He was appointed to the Steering Committee of the UK Government's Commission on Countering Extremism Pilot Task Force in April 2020. Imran holds an MA in Social and Political Sciences from the University of Cambridge, is a Fellow of the Royal Society of Arts, and tweets at @imi_ahmed

15:30 - 16:10
The Nordic Viking and the African village – Unified in leadership and diversity?
Chris Shern, Henley Denmark and Frans van der Colff, Henley South Africa

Bringing in expertise and deep traditions from Henley's global network, this session will discuss modern leadership and how it can learn from Nordic Vikings and African villages. It will draw on the rich history of both traditions to shine a light on how culture can provide a beacon for leaders in these challenging times.

Chris will discuss the trust based Nordic approach to leadership, with its origins in the Viking era – and talk about its relevance to extreme change and complexity, such as the world we currently face. Frans will bring to life African village leadership, which is based on humanistic principles – value, service to others, spirit of harmony, and interdependence – all needed in a COVID world.

The session will be introduced by the actor and speaker Prelude Sibindi.



Chris is a cultural adventurer. Raised in the US Midwest, he has lived and worked internationally for over 20 years. He worked for Scandinavian Airlines for many years in a variety of leadership roles across three continents, giving him a unique "outsider on the inside" perspective to Nordic Leadership.

Currently, he is a Managing Director of Henley Business School in Denmark and The IME Foundation. He is co-author of "*Return of the Vikings - Nordic Leadership in Times of Extreme Change*" an inspirational book for Managers and Executives seeking inspiration in the trust-based, wholistic and collaborative Nordic approach to leadership, its origins in the Viking era, and its relevance in a world characterized by extreme change and complexity. Chris holds an Executive MBA from Henley Business School, a BA in International Relations, and is a certified executive coach.



Frans established VDC Consulting, which specialises in assisting businesses to establish themselves successfully on the African continent and in leadership development. He is also faculty at Henley Business School.

Frans spent many years at Pick n Pay, in various roles, including the Director of Africa and Emerging Markets. He was involved in the opening of more than 300 stores and assisted a number of young black entrepreneurs in acquiring their own stores. After that, Frans joined the Fruit & Veg City Group to Head up the African Division to run operations outside South Africa. More than 30 stores were opened in 11 African countries.

Frans holds an MSc degree in strategy and is currently a PhD Candidate at the Da Vinci Institute.

16:10 - 16:30
Wake up and smell the emerging technology
Richard Norton, Tiny Giant

How do you feel about artificial intelligence and augmented reality? Do you embrace these burgeoning technologies? Do you think they'll make your life easier and more creative? Or do you shut your eyes and hope they'll go away?

In this talk, Richard Norton of Tiny Giant will demonstrate how brands and businesses are using such tools to enhance creativity and create deeper connections between human beings. You'll leave with a clear understanding of what's possible right now, what comes next and how it can help you transform the way you work.



Richard - or Norts as he is more commonly known - is co-founder (alongside WoW 2019 speaker Kerry Harrison) of Tiny Giant, an award-winning Bristol start-up that helps pioneering brands create stand-out ideas, craft experiences and confidently step into new media and tech.

In recent months, they've worked with the likes of the BBC, Deloitte and the Cheltenham Science Festival to fling flaming pinwheels of wow and wonder into the world. Given Tiny Giant's indescribable love of new technology, it's remarkable Norts didn't use AI to write his bio.

Or maybe he did?

Thursday 10 September

14:50 - 15:10
Live DJ set and welcome from Dr Naeema Pasha

15:10 - 15:30
You talk sustainability, but how can you really walk it?
Ben Poate, The Marketing Store

We all think about sustainability – even in these challenging times. In this session, Ben will discuss the responsibility marketing agencies have around sustainability, and the role they can play to support their clients, consumers and brands. He will share his experiences of how COVID-19 continues to challenge both the work and home dynamics.

Ben will explore the challenges of aligning global strategies with local market legislation and consumer needs – the perceptions and the realities. His session will build on his work at The Marketing Store, who are committed to delivering outcomes and solutions in a responsible way, but there is always more we can do to make a positive difference.

His design/innovation background and passion for the environment has evolved over the past few years, integrating sustainable thinking in to our corporate strategy and purpose, and exploring innovative solutions for our clients products and promotions.

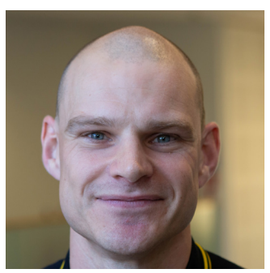


Ben is responsible for leading sustainability and innovation at The Marketing Store (TMS), with a current priority focus on their work with McDonald's. He has a global role with a team split between HK, London and Chicago. He has been at TMS for 13 years and has held a number of global roles over that time including VP Product Development and Innovation, based in Hong Kong and VP of Marketing and Operations.

Ben's background is in Design Engineering, and his career has covered almost all aspects of toy design, development and production. He has also led TMS's global network of client-facing account teams, licensing/brand partnerships and the product creative and innovation teams that design and develop their Happy Meal programs and toys.

15:30 - 15:50
Engaging employees: Integrating technology and humanity during turbulent times
Pete Grosse, Foundation SP

The experience of covid working has been challenging, even if you are happy with remote working. During difficult times, Pete will argue that it becomes even more important than ever to connect with, support and engage employees. He will suggest that technology has supported many of us being able to work effectively in recent months. But he will ask us - how do you balance technology and the human social imperative when our traditional methods of interaction and socialisation are restricted? He will also offer some of his ideas and insights.



Pete is Head of Organisational Development at Foundation SP (FSP). He specialises in workplace culture and impactful employee engagement. FSP are a digital transformation provider, founded in 2012, and are 3 time winners of Great Place to Work UK.

Pete is a passionate advocate of feedback and employee empowerment. He is also responsible for FSP's Pulse 360 solution which focuses on positively reframing feedback and performance for employee growth and development.

15:50 - 16:10
Levelling up learning - Organisational skills led recovery
Josie Cluer, EY and Professor Elena Beleska-Spasova, Henley Business School

The one thing we can see around us is the impact of coronavirus on people's lives, health and of course – the economy. This session delves into ideas and plans on rebuilding from the pandemic recession.

As the UK government pushes forward on it's *Levelling Up Agenda*, Josie will be talking about how developing skills is critical to rebuild the economy.

Elena will discuss how organisations can create a culture for learning to enable people to achieve their potential, and the company to achieve their growth targets.



Josie is a Partner in EY's people advisory practice. She has 20 years experience of transformation in and around the public sector.

She has worked across government, local public services and the not-for-profit sector on issues such as organisational redesign, major change, culture, learning and skills. She has also worked in government as a special adviser to the Secretary of State for Innovation Universities and Skills in Gordon Brown's government. She speaks and writes on public sector reform.



Elena is Professor in International Business at Henley Business School. Her research provides insights into the strategic issues and challenges faced by managers of both multinational corporations and SMEs in the international environment.

Prior to joining academia, Elena spent over 10 years as a Management Consultant, 7 of which were as a Strategy Consultant with PwC in Canada. Her extensive professional experience includes corporate and operations strategy development and implementation, process and profit improvement, enterprise development, project management, as well as economic analysis, market research and feasibility analysis.

16:10 - 16:30
Status update: The future of work - it's complicated
Leila Ratnani, Facebook

Big Tech firms, including Facebook, have all announced that they are extending their remote working plans, some saying that all employees can work from home until summer 2021. So how is Facebook shaping the future of workplaces? Leila will discuss some of the implications on teams in terms of collaboration and creativity, and touch on the diversity and inclusion of remote teams.

Leila is EMEA Lead Channel Strategist at Facebook. She is an accomplished digital marketing communications professional with over 9 years media experience. She understands how to develop clients' businesses in order to achieve marketing and business objectives, particularly in the brand space.

She is an expert in developing digital strategies and driving digital innovation, and is now looking at how to grow this at Facebook in remote teams.

We hope you enjoy the conference!



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