

The 20th *FAB* Awards Presents:

the *FAB* forum
sponsored by  YouTube

Time	Duration	Topic	Speaker(s)
12:00 - 13:00	60 mins	Lunch & Registration	
13:00 - 13:15	15 mins	Introduction	Neeraj Nayar & Pete Cory
13:15 - 13:45	30 mins	Shaping the Future: The Importance of Imagination in Innovation	Leo Hadden, BrandOpus
13:45 - 13:55	10 mins	Inspiration from Hippeas	Uttara Masting, Jones Knowles Ritchie
13:55 - 14:25	30 mins	Building Consumer Experiences for the Future	Sohel Aziz, Accenture Interactive
14:25 - 14:40	15 mins	The Creative Opportunity of Programmatic	Naomi Ordynans, DoubleClick by Google
14:40 - 15:10	30 mins	Retailer of the Future	Harry Walker, Google
15:10 - 15:30	20 mins	Coffee Break	
15:30 - 15:40	10 mins	Inspiration from Sarsons Vinegar	Lorna Kimberley, Mizkan Euro Ltd
15:40 - 16:10	30 mins	Fireside Chat: How Sustainability Will Shape Brands of the Future	Kate Hollowood [Contagious], Derek Johnston [Family (and friends)], Neil Stewart [Dairy Crest] & Shami Radia [Eat Grub]
16:10 - 16:20	10 mins	Inspiration from Carlsberg	Spencer Buck, Taxi Studio
16:20 - 16:50	30 mins	The Role of Purpose in Consumer Loyalty	Nils Leonard, Uncommon
16:50 - 17:00	10 mins	Wrap Up & Closing Statements	Emma Cremin, Google
17:00 - 18:00	60 mins	Drinks & Networking	