Names Not Numbers
#NNN14 www.namesnotnumbers.com

What Matters?
Aldeburgh & Snape Maltings
Sunday 23rd - Tuesday 25th March 2014

Programme and Participants

Lead Partner: Vodafone
Media Partners: CNN, FT Weekend, GQ

Exclusive Tablet Partner: Hudl from Tesco
Associate Partner: Wellcome Trust

Individual Partners:
Adnams, Aspall, Brompton Bicycle,
Event Merchandising, The Groucho Club,
Jaguar, Made.com, Matter Group, Quintessentially,
The Suffolk Coast, Weber Shandwick
TUESDAY 25th March

07.30 - 08.30 Discover Thorpeness: Curated cycle rice with Brompton (optional). Please meet at the Cinema.

(Please ensure that your luggage is securely labelled and returned either to your car or to the ei Team to be stored on a coach before breakfast)

09.15 – 10.30 LATE Breakfast Sessions (Brudenell Hotel, White Lion, Aldeburgh Cinema)
Guests attend one of the following over breakfast... (Your session will be found on the Important information email we sent, or do ask a member of the ei Team if you’re unsure):

A: GQ SESSION: FRONT LINE REPORTING, Cinema
Chair: Jonathan Heaf, Features Director, British GQ
Panel: Anthony Borden, Executive Director, Institute for War & Peace Reporting
Ed Caesar, Writer
Giles Duley, Photographer
Sean Langan, Journalist and Documentary Film-maker

or

B: DOES THE INDIVIDUAL MATTER MORE THAN THE GROUP? Brudenell Hotel
Debate and Vote:
Chair: Caroline Daniel, Editor, FT Weekend, Financial Times
Rt Hon. Douglas Carswell MP, Conservative MP for Clacton
Claire Fox, Director, Institute of Ideas
Professor Iain Hutchison, Professor of MaxilloFacial Surgery, Saving Faces
Ed Victor, Chairman, Ed Victor Ltd.

or

C: ‘FREE ASSOCIATION BREAKFAST’, Common Room at The White Lion Hotel
A lighter breakfast is available here, please wear your lanyard.

10.30 – 11.00 Transit to Snape Maltings

11.00 – 11.45 SNAPE SESSIONS Guests will attend one of the following (you will have been sent a reminder of your choice via email, if unsure please ask a member of the team):

A: OPEN MIC, Klin Studio
... for those who want to say what matters to them and whose voice has not yet been heard... roll up, queue up
MC: Viv Groskop, Columnist, Observer
11.05, 11.10, 11.15, 11.20, 11.25, 11.30, 11.35, 11.40

or

B: EVERYONE TOGETHER, THE DIGITAL CONVERSATION THAT MATTERS, Peter Pears
Recital Room
Chair: Sanjay Nazerali, Chief Strategy Officer, Carat
Tamara Ingram, President and CEO of Team P&G/WPP, Grey Advertising
MT Rainey, Chairman, Th_nk
Stevie Spring, Chairman, Children In Need
11.45 – 12.05 Move to Britten Studio for next sessions

12.05 – 12.10 AMUSE-BOUCHE
Dan Newman, Facilitator and Process Designer, Matter Group: VISUALISING WHAT MATTERS

12.10 – 12.15 AMUSE-BOUCHE
Bridget Nicholls, Founder, Festival: WHAT MATTERS IN NATURE

12.15 – 13.00 WHAT MATTERS TO... Margaret Atwood, Author, in conversation with Baroness Helena Kennedy QC, Barrister and Broadcaster

13.00 – 14.30 Lunch in the Oyster Bar and shopping in Snape Maltings

14.30 – 14.35 AMUSE-BOUCHE
Novelist Sadie Jones reads a third exclusive extract from her new novel, ‘Fallout’

14.35 – 15.30 WHAT MATTERS IN: SCIENCE AND CREATION, Britten Studio
WELLCOME COLLECTION SESSION: “MEDICAL GENETICS: THE PROMISE AND THE LIMITS”
Chair: Mark Henderson, Head of Communications, The Wellcome Trust
Panel: Baroness Helena Kennedy QC, Barrister and Broadcaster
Anna Middleton, Ethics Researcher, The Wellcome Trust Sanger Institute
Professor Sir Mike Stratton, Director, The Wellcome Trust Sanger Institute

15.30 – 15.35 AMUSE-BOUCHE
Rachael Campbell Bamping, Captain, London City Stars: WHY CHEERLEADING MATTERS

15.35 – 15.50 Quick leg stretch

15.50 – 16.00 AMUSE-BOUCHE
Open Mic Open Playback - #NNN14 "winner"

16.00 – 16.10 "CRYSTAL BOLLOCKS – A HISTORY OF THE FUTURE OF THE MEDIA"
MT Rainey, Chairman, Th_nk

16.10 – 16.50 MEDIA: Michael Wolff, Contributing Editor, Vanity Fair and Columnist GQ, introduced by Peter Bale, Vice President and General Manager, Digital, CNN International

16.50 – 16.55 AMUSE-BOUCHE
Jake Yapp, Satirist, Here Goes Nothing Ltd: NNN IN FOUR MINUTES

16.55 – 17.15 Performance by the Paraorchestra with Charles Hazlewood, Conductor and Founder, The British Paraorchestra, with Annie Cowen, Singer

17.15 Get on coaches

17.30 Departure

ENDS
"Wonderful to get a chance to do some serious thinking about thinking at Names Not Numbers. Great event at a great place."

Her Excellency Nicola Clase, Ambassador of Sweden

"A boot camp for the brain mixed with good food and great company."

Anthony Fry, Chairman, Premier League