



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, Aspoll, 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 ride 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, Kiln 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