

Agenda

- 10:00** **Welcome**
Event chair: Kirsty Lang, Broadcaster and Journalist
Opening address: John Mathers, Chief Executive – Design Council
- 10:30** **Innovation and growth**
Using design to pioneer and prosper
Dick Elsy, Chief Executive – High Value Manufacturing Catapult
Lee Hopley, Chief Economist – EEF
Lisa Reeves, Interior Design Manager – Volvo
Caroline Simcock, Global Head of Compliance & Approvals – Dyson
- 11:30** **Break**
- 12:00** **Supply chain**
Using design to create competitive edge
Richard Baker, Head of Supplier Engineering – Rolls-Royce
Chris Guy, Engineering Manager – Hydro Systems
Ellie Runcie, Director of Future Programmes – Design Council
Phil Swash, CEO – GKN Land Systems
- 13:00** **Lunch**
- 14:00** **Skills**
Using design to develop talent and potential
Daniel Abel, Recruitment Director – Futura Design
Professor Dame Julia King, Vice Chancellor – Aston University
John Male, Managing Director – Lloyds Advanced Manufacturing Training Centre
- 15:00** **Break**
- 15:30** **Futureproofing**
Using design for a sustainable strategy
Chris Sherwin, Head of Sustainability – SeymourPowell
Professor Stephen Boyd Davis, Professor of Design Research – Royal College of Art
Paul Priestman, Co-founding Director – PriestmanGoode
- 16:30** **Plenary**
Beverley Nielsen, Director Corporate Affairs – Birmingham City University
Dr Pietro Micheli, Associate Professor of Organisational Performance –
Warwick Business School
Phil Stubington, Director – RS Consulting
- 17:00** **Close**