

pro-manchester



## TRAILBLAZING TECHNOLOGY CONFERENCE

The Future Impact of AI and Tech on Manchester

Friday 23rd March 2018

The Lowry Hotel, Manchester  
50 Dearmans Pl, Manchester, M3 5LH

Welcome

# WELCOME TO THE PRO-MANCHESTER BUSINESS CONFERENCE 2018

Welcome to pro-manchester's annual business conference. Today, we'll be focusing on the future impact both AI and technology will have on Manchester businesses in the coming years.

We're delighted to welcome experts from all over the world, who will be sharing their insights throughout the day. With technology at the forefront of the minds of most forward-thinking businesses, our speakers will be discussing the important trends and topics that are set to affect your business.

Topics on today's agenda include AI & Robotics, Security in Banking and Growing Your Business in Tech.

It is set to be both a busy and an educational day, which we're excited to share with you. As well as the great insights, we hope you'll take home a wealth of new contacts and motivation to help your business to grow and adapt in this ever-changing technological world we are living in.

Thank you for joining myself and the pro-manchester team, we hope you enjoy your day.



**Dr. John Ashcroft,**  
pro-manchester CEO

## YOUR HOSTS

### Dr John Ashcroft

CEO, pro-manchester



John is Chief Executive of pro-manchester and author of *The Saturday Economist*. Educated at the London School of Economics, London Business School and with a PhD in Economics from Manchester Metropolitan University, John is a fellow of the Royal Society of Arts, a companion of the British Institute of Management and a member of the Society of Professional Economists.

### Sam Booth

Deputy CEO, pro-manchester



In her ten-year career at pro-manchester Sam has been an integral part of its growth from a small, effective membership network to a sophisticated business development organisation. A firm part of the Manchester business community, Sam is a familiar face to most, constantly and efficiently working to bring businesses together in the city region.

As Deputy CEO, Sam is responsible for the organisation's corporate engagement as well managing all existing key partnerships and member relationships. Whilst providing support to her team, Sam manages the development and delivery of the sector group programme alongside managing the day-to-day running of the business.

Sam also sits on the board of trustees for Forever Manchester, a charity that supports community activity across Greater Manchester.

- 08:00 - 08:45 Registration, Breakfast & Networking**
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- 08:45 - 08:50 Welcome**  
*Jane Forbes – pro-manchester Chair*
- 
- 08:50 - 09:10 Diversity in AI**  
*Hanan Salam – A.I.Mergence & Women in AI*
- 
- 09:10 - 09:30 Digital Strategy in Greater Manchester**  
*Baron Frankal – MAG, Andrew James – University of Manchester, Phil Swan – GMCA, Vimla Apadoo – DWP*
- 
- 09:30 - 09:50 Silent Talker - AI Psychological Profiling**  
*Keeley Crockett – Manchester Metropolitan University*
- 
- 09:50 - 10:10 An Ethical imperative for Artificial Intelligence**  
*Mike Ryan Fusion Futures and Rob Hyde – MSA*
- 
- 10:10 - 10:30 AI & Robotics - Threat or Thrill**  
*Debra Howcroft – Alliance Manchester Business School, Tony Dundon – Alliance Manchester Business School, Shane Williams – UBS Smartwealth*
- 
- 10:30 - 10:50 Artificial Intelligence and the Cognitive Revolution – the next frontier?**  
*Simon Robinson – Erpaas*
- 
- 10:50 - 11:10 Introducing AI & automation into professional services firms**  
*Paul Knight – Mills & Reeve*
- 
- 11:10 - 11:30 Coffee Break**
- 
- 11:30 - 11:50 AI in Banking**  
*Mark St John Qualter – RBS*
- 
- 11:50 - 12:10 Security in Banking**  
*Adam Hosker – Hello Soda, Brian Donegan – Isle of Man Government, Simon Carter – Together, Louis-James Davies – VST Enterprises*
- 
- 12:10 - 12:30 Responsible AI**  
*Rob McCargow – PwC*
- 
- 12:30 - 12:50 Technology changing the face of Healthcare**  
*Lee Dentith – Now Healthcare Group, Cat Jones – Apadmi*
- 
- 12:50 - 13:10 Immersive Technology; My World and AR**  
*Annie O'Toole – Draw & Code*
- 
- 13:10 - 13:30 Growing your business in tech**  
*Adam Hosker – Hello Soda, Brian Donegan – Isle of Man Government, Doug Ward – NODE, Louis-James Davies – VST Enterprises*



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## Conference Speakers

### Adam Hosker

**Business Development Director, Hello Soda**



The era of Cognitive Computing is here, giving us the opportunity to augment our intelligence and decision-making capabilities. Predictive analytics using elements of social media, big data, company data and learned skills passed on through subject matter experts are the

bedrock of these new cognitive systems. Cognitive systems support our decision-making ability on a scale never seen. Cognitive is already revolutionizing industries including financial services.

It's Adam's passion to inform industry about these technologies, to dispel the myths about artificial intelligence, to unravel the complexity in this field of computer science & help industry realize the business outcomes by leveraging this new era of computing.

Adam has experience dealing with the financial services, legal, retail and healthcare sectors among others. Along with Adam's responsibilities as business development director for Hello Soda he also holds an advisory board position at the University of Leeds Business School.

### Dr Andrew James

**Director of the Manchester Institute of Innovation Research at the Alliance Manchester Business School and Associate Dean for Business Engagement & External Relations, The University of Manchester.**



Andrew is a Senior Lecturer in Science and Technology Policy and Management at Alliance Manchester Business School and a Director of the Manchester Institute of Innovation and Research with research and teaching interests focused on corporate technology strategy, innovation

management, disruptive technology and science and technology policy, as well as business strategy. In his role as Associate Dean for Business Engagement & External Relations for the Faculty of Humanities, Andrew contributes to development of the Faculty's strategy for increasing research-based engagement with a range of external business partners.

### Annie O'Toole

**Head of Operations, Draw & Code**



Annie is at the forefront of immersive technology, first entering the tech sector via her own start-up consultancy and an e-commerce business focused on crowd-funded tech. Now, five years later, Annie is more immersed in technology than ever. Specialising in the growth and

scale of tech startups, she has become a vital part of Draw & Code, a globally recognised immersive technology studio in Liverpool, where she works with founders to continuously push the boundaries of AR, VR, MR and XR on an international stage. Alongside this, Annie is managing the delivery and growth of Startup, SwapBots; Draw & Code's children's toy and augmented reality video game.

A year after starting tech ecommerce platform Juxdit in 2014, aged only 21, she was named national Entrepreneur of the Year. Through this venture, she gathered a vast knowledge of emerging technologies, including drones, AR, VR and mobile tech. She regularly provides industry insight, including contributions to policy reports, on stage at events, online and to her peers across the North.

### Baron Frankal

**Director of Strategy, MAG**



Baron Frankal is the Director of Strategy for the airports group that includes Manchester, Stansted, East Midlands and Bournemouth airports. Baron is a qualified solicitor, experienced in both English and international law.

He practiced in London and Budapest with CMS Cameron McKenna and then at the European Central Bank in Frankfurt where he was UK rapporteur in Legal Series. He was then senior economist and policy expert in International Relations, leading on European issues including migration, enlargement, better regulation, trade and, in particular, the Treaty of Lisbon, subsequently publishing, "How will the Treaty of Lisbon affect EMU". In total, Baron has published over 50 articles, including in national newspapers, and has appeared on national TV and radio.

Baron is a recognised expert and commentator on the Manchester economy and prior to moving to MAG was Director of Strategy at New Economy. In that role he built up a formidable research team with expertise ranging from corporate finance to crime that is a pillar of the strategic Greater Manchester work he led with the public and private sector, locally and nationally.

## Conference Speakers

### Brian Donegan

**Head of Operations - Fintech & Digital Development,  
Isle of Man Department for Enterprise**



Brian Donegan, has been one of the leading government figures in developing the momentum behind growth in digital business innovation in the Isle of Man. Brian has been instrumental in shaping the construction of a global hub for crypto-currency/Blockchain start-ups (including e-Gaming), in the Isle of Man driven by effective regulation and a world class technology infrastructure.

### Cat Jones

**Business Analyst, Apadmi**



A Business Analyst with mobile technology company Apadmi, Cat Jones has extensive experience in the tech sector. Previously the owner of a mobile solutions start-up agency, she now works with Apadmi's most high-profile clients, helping them to identify innovative solutions that will address their most prevalent company issues. Cat is particularly passionate about the transformative powers of tech in the healthcare sector, and is currently working closely with the NHS on the next step in their digital transformation.

### Debra Howcroft

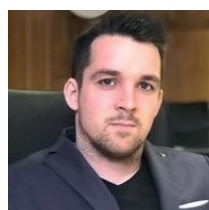
**Professor of Technology and Organisation,  
Alliance Manchester Business School**



Debra Howcroft is Professor of Technology and Organisation and is Co-Director of the Work and Equalities Institute at The University of Manchester. Her research interests are centred on how technology is influencing and shaping working practices, changing skills and reframing occupational identities. She is Editor-in-Chief of New Technology, Work and Employment. Debra has recently co-authored an article "Automation, robots and the 'end of work' myth" for The Conversation.

### Doug Ward

**Founder**



Born and bred in Manchester, Doug started his entrepreneurship journey back in 2006, co-founding in 2012 Tech Britain, SpaceportX and investing in connectivity Start-up Telcom. Doug's passion, commitment and dedication to realising the vision to change the UK's internet, make his latest proptech venture 'Node' one to watch.

Node is already in the hands of property industry leaders Hermes, Fore Partnership and Allied London.

Doug has advised Government on Tech policy, is a founding member of Tech Nation, and supports national and local entrepreneurship communities through events & free wifi! Doug continues to advocate #MCRTop5 and spread global ambition through the city of Manchester.

## Conference Speakers

### Hanan Salam

**Head of R&D at A.I.Mergence & Co-founder of Women in AI**



Hanan Salam holds a PhD in Artificial Intelligence and a Bsc and Msc in Computer Science and Telecommunications Engineering. She is the co-founder and the head of educational program of Women in AI. She is currently the head of research and development at A.I.Mergence, a startup in robotics and Artificial Intelligence specialised in intelligent autonomous robots for home security. She is also a lecturer at Sorbonne Universities and she conducts research in specific areas of applied AI. Her research interests include Artificial Intelligence, human-computer interaction, social robotics, computer vision, machine learning and affective computing. She is an advocate of technology for common good and is currently investigating how blockchain technology could transform Artificial Intelligence and vice-versa.

### Jane Forbes

**Partner PwC, pro-manchester Chair**



Jane is a Partner at PwC LLP where she leads the North West Government and Public Sector Risk Assurance practice.

Born in Durham, Jane grew up in Nottingham before heading to University in Leeds. After completing a Masters in European Politics, she joined PwC's

Leeds office in 2001 where she qualified as a Chartered Accountant in 2004 before transferring to the Firm's Manchester office in 2009. In 2013, Jane was made Partner and has since then been responsible for PwC's 100 strong Risk Assurance practice across the North West. Jane's clients have included both national and regional Government agencies and public bodies, including three Regulators, ten Registered Social Landlords and five of the North West's Higher Education Institutions. Jane has a keen interest in the Social Housing sector and leads the firm's National Social Housing team.

Jane has been involved in pro-manchester since 2010 when she joined the Skills Committee, taking over the position of Chair from 2015. Jane has been a Director of the pro-manchester Board since July 2015.

### Keeley Crockett

**Reader in Computational Intelligence, Manchester Metropolitan University**



Keeley has a BSc Degree in Computation and a PhD in the field of machine learning entitled "Fuzzy Rule Induction from Data Domains". She leads the Computational Intelligence Lab that has established a strong international presence in its

research into Conversational Agents and Adaptive Psychological Profiling including an international patent on "Silent Talker".

Keeley has 16 PhD completions and externally examined 5 PhDs. Her main research interests include fuzzy decision trees, semantic text based clustering, conversational agents, fuzzy natural language processing, semantic similarity measures, and AI for psychological profiling. She is currently the Principal Investigator (MMU) on the H2020 funded project iBorderCtrl – Intelligent Smart Border Control and CI a UK Knowledge Transfer Partnership with Service Power.

### Lee Dentith

**Founder & CEO, Now Healthcare Group**



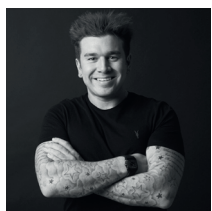
Lee Dentith is a serial entrepreneur with a mission to change the primary healthcare and current pharmacy model of the nation. He is the Founder and CEO of the Now Healthcare Group, Europe's largest digital health business, based in Manchester.

In 2014 he his attention was quickly alerted to the UK's health service and issues within the NHS, after he was unable to gain an appointment with a GP for one of his sick children. Ever the problem solver, Lee started to think about a technological solution which could help alleviate the huge stress on the increasing population in the UK and work collaboratively with the NHS, GPs and health professionals to provide transformational changes to radicalise the present system.

He then created his own fully NHS accredited and approved Pharmacy, which can dispatch medicines anywhere inside the UK and into Europe (under an ECEU directive). In a matter of months, he created a world first solution, where a patient could speak to a doctor live and the doctor can prescribe on the system and automate the fulfilment of these prescriptions enabling delivery by courier within two hours from consult to treatment.

## Louis-James Davis

**Founder & CEO, VST Enterprises**



Louis-James Davis is the 29-year-old rockstar CEO behind VST Enterprises, the company of infinite possibilities.

A rare strain of pneumonia forced him to retire from professional drumming with international touring artists.

While recovering, Louis-James explored

new technologies to help share personalised music content. He hit upon a new and creative way of sharing secure content, completing transactions and ensuring traceability.

He is in-demand for his knowledge of cybersecurity, mobile innovation and transformative entrepreneurship. In 2016 Louis-James was personally invited onto the UK Prime Minister's trade delegation to India, where he signed a deal to eliminate fraud from the Indian benefits system. Theresa May commented that "VST Enterprises prides itself on its 'infinite possibilities' – and it is exactly that sort of optimism this country needs to power its economy."

## Mark St John Qualter

**Head of AI, Commercial and Private Banking, RBS**



Mark is currently Head of Artificial Intelligence, Commercial and Private Banking at RBS. Prior to this he led a project to redesign and transform the proposition for the Bank's SME Real Estate lending and was Managing Director for the North Region Real

Estate Business.

Mark has held a number of roles including Head of Strategy of the Customer Solutions Group ("CSG"), the specialist product division of RBS's Corporate Banking Division which included businesses such as Lombard Asset Finance, RBS Invoice Finance, Commercial Cards, Deposits, Transaction Services UK and Mentor.

Mark has an MBA from Manchester Business School and a BA (Hons) in Hindi and Sinhalese from the School of Oriental and African Studies, University of London.

## Mike Ryan

**Founder, Fusion Futures**



Mike is a highly successful entrepreneur and digital futurist. A born disruptor, he eats, lives and breathes future thinking and has helped many large organisations on their future strategy. Mike is an expert in Horizon Mapping and foresight studies particularly around business planning,

disruption and digital innovation. He self publishes a futures extinction map and crowdsources insight from a broad range of colleagues.

Mike runs a small Manchester based consultancy called fusion futures with business partner Mario Dubois. Their aim is to provide leading edge business advice and solutions to the marketing world, television broadcast and digital sectors. Clients include national broadcasters, FT100 companies and media giants.

## Paul Knight

**Principal Associate, Mills & Reeve**



Paul heads up the team of commercial, IP and IT lawyers in Mills & Reeve's Manchester office. He has advised a number of professional services firms on their licensing of Artificial Intelligence technologies. Paul is also an Innovation Champion at Mills & Reeve – in this role,

he promotes, encourages, supports and drives innovation at Mills & Reeve. He led an Innovation Spotlight in May 2017 to get the whole firm talking about how Mills & Reeve can deliver even better client and business services and create opportunities for growth by adopting new technologies such as Artificial Intelligence and Automation.

## Conference Speakers

### Phil Swan

**Chief Information Officer, GMCA**



Phil is a passionate advocate for using information more effectively across the public sector to enable service redesign and reform, collaboration and innovation. He has a strong interest in peer network models and innovation adoption processes.

His current role includes leading and managing the iNetwork partnership of 150+ organisations. The partnership aims to have generated £50-80 million of efficiencies for the wider public sector over 2010-13 by creating for a new generation of innovators and by tackling cross sector issues.

Phil is an experienced director & board member in both public and private sectors. His specialties are lateral thinking, opportunity identification, systems thinking, change and stakeholder management.

### Rob Hyde ARB RIBA ADPPA

**Designer, Chartered Architect, Urbanist, Academic and Researcher, Manchester School of Architecture**



Rob leads Professional Studies looking at the design of both business and project models/structures/processes, teaches studio within the Complexity Planning and Urbanism [CPU] Post Graduate Research Atelier he co-founded, which is one of the most computational studios nationally/

internationally looking at digital urban transformations, scripting/coding and working with Big Data, AI etc. creating tools for both use case and application. He is co-director with Ulysses Sengupta of the CPU Research and is also a founding partner of DACAS a global trans-disciplinary network looking at cities as Complex Adaptive Systems + dealing with data. The network recently having a UN Policy Brief published on Sustainable Smart Cities.

Currently Rob's research interest centres around transformative capacities of organisations (public and private sector) in relation to technological innovation and digital urban transformation. He will also have a book 'Defining Contemporary Professionalism' published in Sept 2018.

### Rob McCargow

**AI Programme Leader, PwC**



At PwC, Rob manages the AI ecosystem and collaborates with partners across academia, government, technology vendors and start-ups, and other key stakeholders, in order to drive innovation within the Firm and develop new services for clients.

He is an evangelist for responsible technology and promotes awareness of the growing ethical agenda relating to AI.

In addition to his work with the APPG AI, he is an advisor to The IEEE Global Initiative for Ethical Considerations in AI and Autonomous Systems.

Rob is a member of PwC's Gender Balance Network and is an advocate for the 'Women in Tech' initiative. Rob is particularly focused on the issues relating to the impact of automation on the workforce, the future skills agenda, and ensuring that the benefits to be delivered by AI are equitably spread across society.

### Shane Williams

**Co-head, UBS SmartWealth**



Shane is passionate about intrapreneurship, technology, customer experience and business innovation. He is one of two business leads of UBS SmartWealth and has been driving the innovation around the platform from the initial idea.

Shane is an experienced technology and business leader using technology to create business value and customer satisfaction through transformational innovation. With 20 years of experience and after joining UBS in 2006, Shane has played a significant role in key innovation and transformation projects within the bank. He is also involved in the Blockchain innovation lab in Canary Wharf, driving wealth management use cases and supporting experiments to push the boundaries of this nascent technology. Before joining UBS, Shane occupied development and consultancy roles at the Dutch bank ABN AMRO and at Ford Motor Company. Shane holds a Master's degree in Electronics and Electrical Engineering from the University of Manchester.



## Simon Carter

IT Director, Together



Simon is currently IT Director for Together Financial Services, leading a transformation over the last four years of the IT applications and infrastructure, digitising processes, integrating partners and enabling the deployment of advanced analytics.

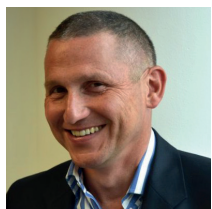
Prior to this Simon has led IT and Business change at RAC and Lex Vehicle Leasing, and spent some years in independent CIO advisory services.

Simon has a passion for using innovative digital technologies to drive a transformation in business performance, and is proud to have played his part in enabling Together to more than double the size of its business in the four years that he has been a part of the leadership team.

Simon holds an MA in Physics from Oxford University and is an alumnus of London Business School.

## Simon Robinson

Founder and Managing Director, ERPaaS



Simon has a proven track record of innovation and changing the game, and in 2013 he founded ERPaaS to do precisely that. With over 20 years' experience in conceiving and taking technology solutions to market for private and public services

organisations, Simon is uniquely placed to pioneer and drive change.

With a career spanning business consulting at BearingPoint, professional services at Capgemini and in the software industry with Oracle, Simon has built successful businesses in Customer Relationship Management, ERP and Transformational Shared Services.

## Tony Dundon

Professor of HRM & Employment Relations, Alliance Manchester Business School



Tony Dundon is Professor of Human Resource Management and Employment Relations at the Work and Equalities Institute at The University of Manchester. He is a Fellow of the Academy of Social Sciences, the Chartered Institute of Personnel and Development, Honorary

Visiting Professor at the School of Management at the University of St Andrews. His research has been published in British Journal of Management; Human Relations; International Journal of HRM (among others); and a recent book A Very Short, Reasonably Interesting and Cheap Book About Employment Relations (Sage, 2017). Tony has recently co-authored an article "Automation, robots and the 'end of work' myth" for The Conversation.

## Vimla Appadoo

DWP and SheSaysMCR



Vimla uses her expertise in helping build companies that are for profit and for purpose, gained from working at FutureEverything and Dotforge, to help transform digital services for users at DWP. She also runs a variety of community initiatives, including

SheSaysMCR, which gives people who identify as women a voice in the digital and creative industries, and recently launched a mentoring programme. Vim is on the board of the charity Youth Charter, which is dedicated to creating opportunities for people from diverse backgrounds to get ahead in non-diverse environments.

In 2016, she was voted a Top 50 'Future Leader' at the inaugural Northern Power Women Awards. She has spoken at national and international events, on everything from innovation and empathy, to tech for good funding and has recently done her first TedxTalk.

## Sponsors

### UBS SmartWealth

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Investing means something different to everyone. It could mean funding your children's education, enhancing the life you want after work or setting aside funds for something unexpected. UBS SmartWealth allows you to monitor your investments against your goals. So it's not just figures on a screen, but your future plans coming to life. And in a changing financial landscape, planning for what's ahead is more valuable than ever before.

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\*Scorpio Partnership Global Private Banking Benchmark 2017



### Together

Specialist lender Together provides funding on residential, commercial and semi-commercial properties, as well as land and developments, working with all kinds of customers, from SMEs and LLPs to sole traders and the self-employed. Whether it's for a residential investment, a commercial acquisition or to release equity, Together can help customers to access the finance they need.

With 43 years' experience, Together has firmly established itself as a leader in the specialist finance industry and can provide short-term finance for a variety of purposes. Together announced record results for the year to 30 June 2017, with a current loan book of over £2.24 billion, and has received a host of accolades for its products and services including; best short-term/bridging lender, best buy-to-let mortgage provider and finance company of the year. Together is also listed in 'The Sunday Times Grant Thornton Top Track 250', the elite league table ranking Britain's private mid-market growth companies.

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### Robert Walters

Robert Walters has been recruiting professionals in the UK for over 30 years, that's why we are able to give you access to the best jobs in the North.

In the North we specialise in the recruitment of top tier professionals in IT, accounting, finance, banking, financial services, human resources, logistics, manufacturing, engineering, procurement, supply chain and secretarial and support.

Our technology division specialises in finding roles for professionals working in several specialities including infrastructure, digital and development, project and programme management, analysis, CRM, information security and BI. We recruit for a variety of organisations ranging from SMEs to FTSE listed blue-chip companies.

Our consultants are specialists and we can offer you in-depth understanding of your career goals.

For more information please contact:  
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W: [www.robertwalters.co.uk](http://www.robertwalters.co.uk)

**ROBERT WALTERS**

### Manchester Metropolitan University

The Faculty of Business and Law brings together Manchester Metropolitan University Business School and Manchester Law School in our award-winning building in central Manchester. We have supported industry and commerce in the city since 1889; today we provide apprenticeships, undergraduate, postgraduate and research degrees, together with MBAs and professional qualifications for every stage of your career. In addition to executive development, we provide bespoke commercial training and can work with you to deliver tailored solutions to your staff development needs.

The Faculty is also home to the Knowledge Transfer Partnership scheme (KTP), a government-funded initiative that allows businesses to improve their competitiveness, productivity and performance. The scheme involves your business working with us on a project or particular challenge. We will provide you with one of our talented graduates and academic staff team to drive your project and ultimately improve your business performance. We are currently working with more than 20 partners on specific projects.

E-mail [bpe@mmu.ac.uk](mailto:bpe@mmu.ac.uk) to see what we can offer your business.



**Manchester  
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### Mills & Reeve

Mills & Reeve is a major UK law firm renowned for its outstanding service to national and international clients, for its collaborative culture and for its deep sector expertise.

We have six offices in Birmingham, Cambridge, Leeds, London, Manchester and Norwich. The firm has a strong sector focus with expertise in technology, charities, education, food and agribusiness, health, insurance, private wealth, real estate investment and sport.

At Mills & Reeve we are committed to innovating for our clients' benefit. We hold Innovation Weeks to get everyone thinking about developments that can benefit what we do and the way we do it.

We believe we can Achieve More. Together.

**MILLS & REEVE**

Achieve more. Together.

### 90degrees

90degrees is a creative communications agency that brings the built environment to life in lots of wonderful ways. Our friendly team is made up of individuals - designers, developers, tech-heads, photographers, writers, strategists – with endless enthusiasm for producing work that works.

A genuine fascination with what makes people tick helps us to uncover the kind of insights that lead to powerful communication. In our book, a great idea can come from anywhere. When people speak, we listen. It keeps us agile so that we can continue to deliver coherent and compelling customer experiences.

Ultimately, our job is to help your brand make positive emotional connections with your target audience. Otherwise, how can they – and why should they – tell others just how brilliant you are?

**90degrees°**

## Sponsors

### The University of Manchester

The University of Manchester is a truly global institution, with a reputation for education and innovation that resonates across the world. We conduct a wide range of world-leading research; our research beacons are examples of pioneering discoveries, interdisciplinary collaboration and cross-sector partnerships that are tackling some of the biggest questions facing the planet.

Business engagement at the University of Manchester provides the opportunity for external organisations to develop mutually beneficial partnerships with the University, across a broad range of disciplines, in order to support innovation and promote impact.

International businesses, charities and governments turn to Manchester because our research engages with the world's biggest questions. With 25 Nobel Prize winners among our current and former staff and students, we are a home of innovation with a history of world firsts, including pioneering work with the one-atom thick wonder material graphene.

Manchester's industrial and cultural heritage is mirrored by the achievements of the University's top names including Rutherford and Turing. Today, we're among the world's most innovative universities, and we're making the largest investments in facilities ever seen at a UK university, with £750 million spent so far and a further £1 billion to follow by 2022.



### Alliance Manchester Business School

A full-service business school, Alliance MBS provides industry-focused business and management education to undergraduates, postgraduates and executives. Its influential research impacts business locally, nationally and internationally, and covers a broad range of areas across accounting and finance; innovation management and policy; management sciences and marketing; and people and organisations management.

Alliance MBS delivers global programmes from Dubai, Hong Kong, Sao Paulo, Shanghai and Singapore and is one of few institutions internationally to have achieved triple accreditation from AACSB International, AMBA and EQUIS.

The School's new executive education centre – with adjoining Crowne Plaza hotel and Staybridge Suites; and the redeveloped School building on Booth Street West, are set to open later this year.

Join Alliance MBS at one of their Vital Topics events in Manchester to hear from high profile business speakers. Find out more and register [www.mbs.ac.uk](http://www.mbs.ac.uk)

**MANCHESTER**  
1824

The University of Manchester  
Alliance Manchester Business School

### PwC

At PwC, our purpose is to build trust in society and solve important problems. It is this focus which informs the services we provide and the decisions we make. With offices in 158 countries and more than 236,000 people, we are among the leading professional services networks in the world.

To achieve our aim to be recognised as the 'the leading professional services firm' we must be innovative, responsible and attract outstanding people. We have to reimagine the possible to stay ahead, but to survive and thrive in the digital revolution, we must balance business understanding with technology innovation and human insight. We do that through Intelligent Digital.

We have invested heavily in building our technology capability focusing on core areas that we believe will bring most value to our clients, including cyber security, data and analytics, emerging technologies and technology consulting. Using our responsible technology approach, we look to maximise the positive impacts of technological advances on business, society and people, while minimising any negative ones.

Find out more at  
[www.pwc.co.uk/intelligentdigital](http://www.pwc.co.uk/intelligentdigital)



**Vision Events**

VisionEvents Manchester (VEM) are a leading creative production company with over 30 years' experience of producing, designing and managing stunning live events.

Whether it's a glittering award ceremony, an attention-grabbing product launch or a motivational conference, we will deliver a first-class event, which reflects your needs and the unique qualities of your brand – on time and on budget.

Part of the VisionEvents Group, VEM is recognised as being 'up there' with the best in terms of delivering high-end events. Our vast spectrum of highly specialist skills allows us to offer you the full events package.

VisionProject  
Event planning and project solutions

VisionCreative  
Graphics and video production

VisionTechnology  
Equipment hire

Put simply, VEM can complete every element of your event.

What our clients say about us...

"VEM were up there as one of the very best AV providers I have worked with. VEM always deliver a top-quality team to run our events. On the day your team were wonderfully efficient and reassuring. Please pass on my thanks to all involved for their support, calmness & professional delivery."

Let us be part of your event!  
[www.ve-m.co.uk](http://www.ve-m.co.uk)



**Latitude**

*ROI!*

Have we got your attention? When was the last time your marketing or design agency mentioned a return on investment? When did they last question whether you needed to spend as much as you are? At Latitude, these are the things we consider first. It's not what's best for us, it's what works for you.

Providing outstanding, forward thinking and insightful creativity with a big budget is easy. Doing it within a sensible budget, well that requires skill, and talent, and thought.

We're a strategic marketing agency that put our client's requirements first following it with impressive creativity and advice. We don't do marketing speak, we speak plainly and speak our minds. This approach to business has meant we have a high level of client retention and referral, working with clients both locally and internationally, in some cases for over 15 years. When was the last time an agency pitched to you in a language you understood?

**LATITUDE**

MARKETING AND DESIGN

**HSBC**

Thanks to our global knowledge and experience, we know what it takes to drive a business forward and be successful.

If you are a business startup, want to expand into international markets or move banks, we can offer the support, service and products you need.

For more information please contact:  
Jason Trigg, Area Director,

HSBC BANK plc  
T: 07771 841970  
E: [jasontrigg@hsbc.com](mailto:jasontrigg@hsbc.com)  
W: [hsbc.co.uk/commercial-banking](http://hsbc.co.uk/commercial-banking)



## Sponsors

### The Lowry Hotel

The Lowry Hotel is a five-star contemporary hotel on the banks of the River Irwell. Part of the prestigious Leading Hotels of The World, The Lowry Hotel has gone through a full refurbishment in 2015 and 2016. Offering 165 bedrooms, six suites and the Charles Forte Presidential suite. The Lowry Spa is a contemporary space to enjoy treatments and The River Restaurant is one of Manchester's best restaurants to eat and drink. The River Bar has a more informal surrounding; a quiet place to network, drink and kick-back with a perfectly mixed cocktail, club sandwich, salad, or more substantial dish from our menu.



THE LOWRY HOTEL  
MANCHESTER

### Isle of Man Department for Enterprise

The Isle of Man is a leading international business centre renowned for its innovation, professionalism and long-standing policy of positive engagement with international initiatives and standards. The Island has an unrivalled quality of life, and its dynamic business community offers networking, skills development and career progression opportunities.

The Department for Enterprise is part of the Isle of Man Government, responsible for supporting Island businesses and people, and creating an environment where the economy thrives. The Department for Enterprise has a key role in driving the Isle of Man's intention to be an Island of Enterprise and Opportunity, supporting economic development for the Island's future growth and prosperity.

The Department supports the key economic sectors of the Isle of Man, including Financial Services, e-Business and e-Gaming, Digital Media and export sectors such as manufacturing. Through innovation and collaboration, the Department drives forward key policies and initiatives to ensure the Island has the right ecosystem for businesses to succeed.

The Department also offers an invaluable range of financial support schemes and incentives to help businesses looking to start, grow, or locate in the Isle of Man.

Visit [www.locate.im/business](http://www.locate.im/business) for more information on the Isle of Man and all it has to offer.

DEPARTMENT FOR  
ENTERPRISE 

### All Work & Social

All Work & Social at the XYZ building is Spinningfields first collaborative workspace community, comprising members from the fintech, tech, media & digital industries. The Vault, situated on Level 1 of the XYZ Building, is a incubator purposefully created to foster fintech companies and provide a hub for the burgeoning fintech community in the North.

The days of the fixed-desk and office landline is obsolete. ALL Work & Social offers independent, boutique workspaces that comprise cowork spaces, hot desks, private suites, events venues and an all-round high level of member-driven service.

Each space is built around its members, with events programmes designed to encourage collaboration and growth within certain industries. Founded by developer Allied London, these spaces are also scored on our own industry standard WAS (Wellness and Sociability) score, which aims to ensure a healthy and fulfilling working environment.

All Work  
& Social.

## pro-manchester

pro-manchester is the largest business development organisation in the North West. Often described as 'the gateway to the business community', with nearly 300 members from a huge variety of sectors, we are here to support the growth and development of businesses across the North of England.

Established in 1986, pro-manchester is the member's organisation representing the business, financial and professional sector in Greater Manchester. Our key success factors are membership, events, networking and business development.

We host up to 150 events each calendar year and increase professional excellence through knowledge sharing, creating partnerships and staying ahead of the ever-changing business environment.

If you're interested in becoming a member or want to attend any more of our events, head to: [www.pro-manchester.co.uk](http://www.pro-manchester.co.uk)



At pro-manchester we know what it's like to run a business. For the last five years, SME Club has provided small to medium sized businesses with the tools and information needed to accelerate growth and achieve goals.

SME Club offers value and insightful, free information from our network of leading business professionals to all sizes of companies. This includes weekly Top Ten Tips from top business experts on a variety of topics.

Sign up here: [www.smeclubmanchester.com](http://www.smeclubmanchester.com)

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