

OIA CONFERENCE AND AGM 2019



Wednesday 13th March 2019	Presenter	Time	Location
CONFERENCE REGISTRATION	OIA Staff	OPENS 10:00 CLOSES 13:30	Tilden Suite
Mountain Bike (packed lunch included)	Led by British Cycling – sponsored by PERTEX	10:30 – 13:00	Shrigley Hall
Social Run	Led by Chris Lines	10:30 – 12:00	Shrigley Hall
Golf Pitch & Putt	Shrigley Hall - Oakridge Course	10:30 – 12:00	Shrigley Hall
Walk (packed lunch included)	Sponsored by ORDNANCE SURVEY	10:30 – 13:00	Shrigley Hall
Light lunch, networking		13:00 – 13:45	Tilden Suite
WELCOME AND CONFERENCE OPENS	CEO, Andrew Denton & Chairman, Robert Loudon MBE	13:30 – 13:45	Tilden Suite
Breakout session: Outdoors Retailers or Brands. Who Benefits Most from the Digital Revolution of the Next 5 Years, and why?	Andy Atkins, Resonant	13:45 – 14:30	Tilden Suite
Breakout session: Resource chain management, sourcing and production	Philipp Grüntker and Jonas Wand, Foursource Group		Brabazon
Breakout session: Brand Experience Design	Cornershop.Design , consultants to Adidas Retail Concept stores		William Turner
Drop-in session: ‘Design for Sport’, A new Masters Course. How can we ensure this is relevant to the industry?	Gordon Young & Claire Carter, Sheffield Hallam & Sandpit		Woodford
Coffee Break / Networking		14:30 – 15:00	Tilden Suite
Breakout session: Outdoors Retailers or Brands. Who Benefits Most from the Digital Revolution of the Next 5 Years, and why?	Andy Atkins, Resonant	15:00 – 15:45	Tilden Suite
Breakout session: Resource chain management, sourcing and production	Philipp Grüntker and Jonas Wand, Foursource Group		Brabazon
Breakout session: Brand Experience Design	Cornershop.Design , consultants to Adidas Retail Concept stores		William Turner
Drop-in session: ‘Design for Sport’, A new Masters Course. How can we ensure this is relevant to the industry?	Gordon Young & Claire Carter, Sheffield Hallam & Sandpit		Woodford
AGM (Chairman & CEO) + Partner: Ordnance Survey	CEO, Andrew Denton & Chairman, Robert Loudon (MBE)	15:45 – 16:30	Tilden Suite
Keynote: How to join the National Park City Movement	Dan Raven-Ellison, CEO and founder of London National City Park Guerrilla Geographer & Creative Explorer	16:30 – 17:15	Tilden Suite
Coffee Break/Networking		17:15 – 17:45	Tilden Suite
UK Outdoor Industry Awards 2019 – Winners’ presentation	Introduced by David Rutley MP, Minister at DEFRA and MC Rob Greenwood, UKClimbing	17:45 – 18:15	Tilden Suite
Pre- Dinner speaker	Ben Saunders, polar explorer and record-breaking long-distance skier	18:15 – 18:45	Tilden Suite
Pre-Dinner drinks reception	Sponsored by HARK	19:15 – 20:00	Courtyard Bar
Dinner	Wine sponsored by THE CAMPING AND CARAVANNING CLUB and dinner sponsored by RAB & LOWE ALPINE	20:00 - 22:00	William Turner Suite
Thursday 14th March 2019	Presenter	Time	Location
Yoga	Led by Shelley Aspden	7:15 – 7:45	Brabazon
Bootcamp Outdoor Fitness	Led by Maximilien Kisseh	7:15 – 7:45	Activity Field
Coffee / Networking / Checkout		08:30 – 09:00	Tilden Suite
OIA Annual Update / Year Review + Participation Partners: Forestry Commission & Youth Adventure Trust	Andrew Denton, CEO, OIA	9:00 - 10:15	Tilden Suite
Coffee/Networking		10:15 – 10:45	Tilden Suite
Keynote: Is your brand YOUR brand?	Liz McMahon, MD, Madison Muir Group	10:45 – 11:30	Tilden Suite
Panel: PASS-ON-PLASTIC - Can personal experience drive organisational change	Introduction by Frédéric Hufkens, CEO, AS Adventure	11:30 – 12:45	Tilden Suite
Thank you & closing notes	Andrew Denton & Robert Loudon (MBE)	12:45 – 13:15	Tilden Suite
Buffet Lunch /Networking/Event Closes	Sponsored by KEELA	13:15- 14:15	Oakridge Restaurant