

**Norwich Business Improvement District
City Conversations
Commercial Conference
Norwich University of the Arts, Duke Street Lecture Theatre
19th June 2018
9am – 2pm**

- 9am Registration – Digital Business Cards
Breakfast/coffee/tea
- 9.15 Stewart White to open the conference/housekeeping
- Introduce **Stefan Gurney, Executive Director Norwich BID**
The work of the BID
Digital Business Cards
Twitter Polls
- 9.30 Stewart to introduce guest speaker:
Naomi Clayton, Centre for Cities: ‘Brexit, trade and the economic impacts on UK cities’
- 9.55 Stewart White to introduce:
- Panel Discussion: ‘What are we doing to promote Norwich as a commercial centre?’**
- Chris Starkie – New Anglia LEP
Chris Sargisson – Norfolk Chamber of Commerce
Stefan Gurney – Norwich BID
Q&A
- 10.55 Poll Question: Should there be a Commercial campaign for the city?
- 11.00 Coffee Break
- 11.20 Stewart White to introduce guest speaker:
Professor Fiona Lettice, Pro-Vice Chancellor (Research and Innovation) UEA: ‘What do educators need from the business community?’
- 11.45 Stewart to introduce key speaker:
Sarah Steed, Director of Innovation and Engagement, Norwich University of the Arts: ‘How business innovation works with education - Virtual Reality (VR) and Augmented Reality (AR) assisting students with the transition to the workplace’

- 12.10 Stewart White to introduce:
James Diamond, Immersive VR:
‘How businesses should be including VR in their marketing mix.’
- 12.30 Twitter discussion:
Are students prepared for the workplace? What do businesses require from students?
#@norwichbiduk #cityconversations
- 12.35 Stewart White to introduce:

Nicola Hill – Assistant Head, Norwich School
Ali Sims – Project Engineer, Aquaterra Energy Limited
- Followed by a panel discussion:
‘What can business do to support education providers in the next five years?’
- Nicola and Ali will be joined by:
Professor Fiona Lettice – Pro Vice Chancellor (Research and Innovation) UEA
Sarah Steed – Director of Innovation and Engagement
For the Q&A session
- 13.05 Stefan Gurney Results of Polls
- 13.10 Stewart White - Summary and close
- 13.15 Lunch and networking