

FLASHES & FLAMES

The AI Forum for Media, Information & Events

Tuesday 25 November 2025
Stationers' Hall, London EC4M 7DD

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| 8am | Registration and breakfast | |
| 8.45 | Introduction | Colin Morrison, founder, Flashes & Flames |
| 8.50 | The dark risks, mythologies and golden opportunities of generative AI | |
| 9.15 | Fireside chat: What AI means to Immediate Media | Sean Cornwell, CEO, Immediate Media talking to Colin Morrison |
| 9.35 | Panel: AI and the future of trusted media. How we can safeguard trust and balance efficiency with editorial integrity | Piers North, CEO, Reach Plc Henry Faure Walker, CEO, Newsquest Emily Shelley, CEO, PA Media Group Joanna Levesque, managing director, FT Strategies Moderator: Chris Duncan, CEO, Seedelta |
| 10.15 | Fireside chat: What AI means to Hearst UK | Katie Vanneck-Smith, CEO Hearst UK, talking to Colin Morrison |
| 10.35 | Panel: How AI is already a vital part of B2B data and information. Who's doing what and how? How are the companies changing? What are the challenges and benefits? | <Dean Curtis, CEO, Data Services, LexisNexis Risk Solutions> Nicola Tillin, EVP Lions Intelligence Christopher Gasson, founder, Global Water Intelligence John Barnes, Chief Digital Officer, William Reed Moderator: Natasha Christie-Miller, Chair, Sifted EU |
| 11.15 | Coffee | |
| 11.45 | Fireside chat: What AI means to Mumsnet | Sue Macmillan, CEO, Mumsnet, talking to Colin Morrison |
| 12.05 | Panel: How AI is changing (and will change) newsrooms and media content | Tom Jackson, EVP/ CTO, News UK Jacqui Merrington, Director of AI, Mail Metro Media Stuart Forrest, Global Audience Director, Bauer Media Group Moderator: Esther Kezia Thorpe, Editorial & Events Director, Flashes & Flames Media |

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| 12.45 | Fireside chat: What AI means to The Independent | Christian Broughton, CEO, Independent News & Media, talking to Colin Morrison |
| 1.05 | Lunch | |
| 2.05 | Panel: AI regulation, IP and copyright issues. What can be achieved – and what can't? What are the risks and compromises? | Amir Malik, managing director, Alvarez & Marsal Sajeeda Merali, CEO, PPA Tami Hoffman, Director of Public Policy, The Guardian Moderator: Colin Morrison |
| 2.45 | Fireside chat: What AI means to the Financial Times | Jon Slade, CEO, Financial Times, talking to Chris Duncan |
| 3.15 | Panel: Is AI a golden opportunity for exhibitions and events organisers? | Greg Hitchen, CEO, Terrapinn Anne Lafere, CEO Easyfairs Alison Jackson, group md, Nineteen Group Robin Booth, managing director, Emap Moderator: Colin Morrison |
| 3.55 | Tea | |
| 4.25 | Fireside chat: What AI means to the Daily Mail | Danny Groom, CEO, DMG Media, talking to Colin Morrison |
| 4.55 | Fireside chat: What AI means to Informa | Alex Roth, Strategy Director, Informa Plc, talking to Natasha Christie-Miller |
| 5.15 | Panel: Ask anything. What have we learned today? The takeaways: the opportunities and the risks. The surprises. Where next? Questions and discussion | Sajeeda Merali Alex Roth Joanna Levesque Amir Malik Moderator: Colin Morrison |
| 5.40 | Drinks reception | |

- All delegates will receive, in advance, a 150-page eBook including background reading on the programme and speakers and reference material.
- The six **MediaVoices AI MasterClass workshops** will operate in parallel with the conference. Delegates will pre-register for workshops

