

Monetising B2B Information & Events

Wednesday 13 May 2026

Stationers' Hall, Ave Maria Lane, London EC4M 7DD

8.00 Registration and breakfast networking

8.45 Introduction: Colin Morrison, founder, Flashes & Flames: Media Business Weekly

8.50 Keynote

Kevin Costello, CEO, Haymarket: The reinvention

Kevin Costello is the 15-year CEO of the UK's largest privately-owned B2B publisher and events organiser, which he joined more than 30 years ago. He will explain Haymarket's transformation to a digital and events-led international company - with almost 50% of its profits from the US. What comes next?

Interviewer: Colin Morrison

9.10 Panel Discussion

The strategic outlook for B2B information and events: what's coming?

Panel: Leon Saunders Calvert, president, The Economist Group B2B; Carola York, European managing director, FT Specialist; Alex Roth, Group Strategy Director, Informa Plc; and Julie Harris, CEO, Expana Markets.

Moderator: Natasha Christie-Miller, chair, Sifted EU.

9.50 Fireside Chat

Simon Foster, CEO, Arc Network: the first five years

It's five years since the B2B industry veteran founded the Arc Network with US private equity backing. He explains why he became an entrepreneur after decades as a CEO and senior executive in UBM and Comexposium, and how he has built a transatlantic group with revenues of some \$100mn.

Interviewer: Colin Morrison

10.10 Panel Discussion

How will data skills change exhibitions and events?

Are events the key to B2B success in the AI era? How can (and should) events companies use data to increase their competitiveness and the role of customers?

Panel: Alison Jackson, CEO, Nineteen Group; Louise White, CEO, Sift; Andrew Mullins, CEO, Informa Connect; and Helen Woodbridge, Group M&A Director, Easyfairs.

Moderator: Jennifer Schivas, Managing Director, 67 Bricks

10.50 Coffee and networking

11.20 Fireside Chat

How Hyve Group changed its trade show playbook

Mark Shashoua has transformed what was a traditional, listed exhibitions group focused on Eastern and Central Europe into a fast-growing transatlantic private equity-owned organiser of large and growing new-wave events principally. How did he do it and what comes next?

Interviewer: Colin Morrison

11.40 Panel Discussion

What will AI mean to information ownership, profit and growth?

How can B2B companies build, protect and monetise proprietary information and relationships in the age of AI?

Panel: Dean Curtis, CEO, LexisNexis Risk Solutions; Charlie Kerr, founder, With Intelligence; Clare Bolton, Chief Content Officer, Law Business Research ; and Aliya Itzkowitz, Senior Manager, FT Strategies

Moderator: Rory Brown, co-founder and former CEO, Agribriefing

12.20 Fireside Chat

Sarah Cottle, EVP/ General Manager, Dow Jones Energy: What's the magic of Price Reporting Agencies?

Why are PRAs so successful and will they be threatened – or strengthened – by AI? What's the future of the global benchmark data providers which have long been among the most successful information businesses?

Interviewer: Simon Middelboe, Chair, LegalTechTalk, and Flume

12.40 Fireside Chat

Ray Bloom, Chair, and Carina Bauer, CEO, IMEX Exhibitions: What's the IMEX difference?

It's 25 years since Ray Bloom founded IMEX. The privately-owned company operates annual shows in Frankfurt and Las Vegas. But these really are highly successful trade shows with a difference. What's the secret?

Interviewer: Colin Morrison

1.05 Lunch and networking

2.05 Panel discussion

Events + information strategies: synergy or friction?

How best to manage events, data and publishing together in one company. What are the challenges? What works and what doesn't?

Panel: Paul Miller, CEO, Questex; Ben Allen, CEO, Mark Allen Group; Amanda Barnes, CEO, Faversham House; and Tracy De Groose, CEO, William Reed Group.

Moderator: Natasha Christie-Miller

2.45 Fireside Chat

Orson Francescone, Managing Director, FT Live: How the FT became a major events organiser

Almost every media and publishing company has ambitions to grow events revenue. How (and why) has the Financial Times become the largest events organiser of any news group.

Interviewer: Colin Morrison

3.05 Panel discussion

Startup Stories

B2B information and events entrepreneurs discuss the lessons and learnings of their startups:

Dan Pearce, CEO, TTG; Tom Seaman, CEO, Undercurrents; Andy Salter, CEO, DVV Media International; and Bradley Collins, CE), LegalTechTalk.

Moderator: Rory Brown

3.45 Tea, coffee and networking

4.15 Fireside Chat

Trevor Fenwick, co-founder, Euromonitor: a 'secret' 50-year data success

It's more than 50 years since he co-founded Euromonitor International. It's a little-known but highly successful B2B information company with worldwide revenue of some £170mn. What's the secret?

Interviewer: Colin Morrison

4.35 Fireside Chat

Douglas Emslie, B2B investor: What's hot and what's not?

The co-founder and former CEO of Tarsus Group, has since become one of the most active (and sought after) independent investors in media and events companies, including: Easyfairs, Jacobs Media, Semafor, Life Science Connect, Events Venture Group, and Raccoon Media. What's hot, what's not and what's next?

Interviewer: Colin Morrison

4.55 **The top 20 takeaways from today** by Colin Morrison

5.10 Drinks reception for all delegates and speakers, sponsored by OC&C Strategy