

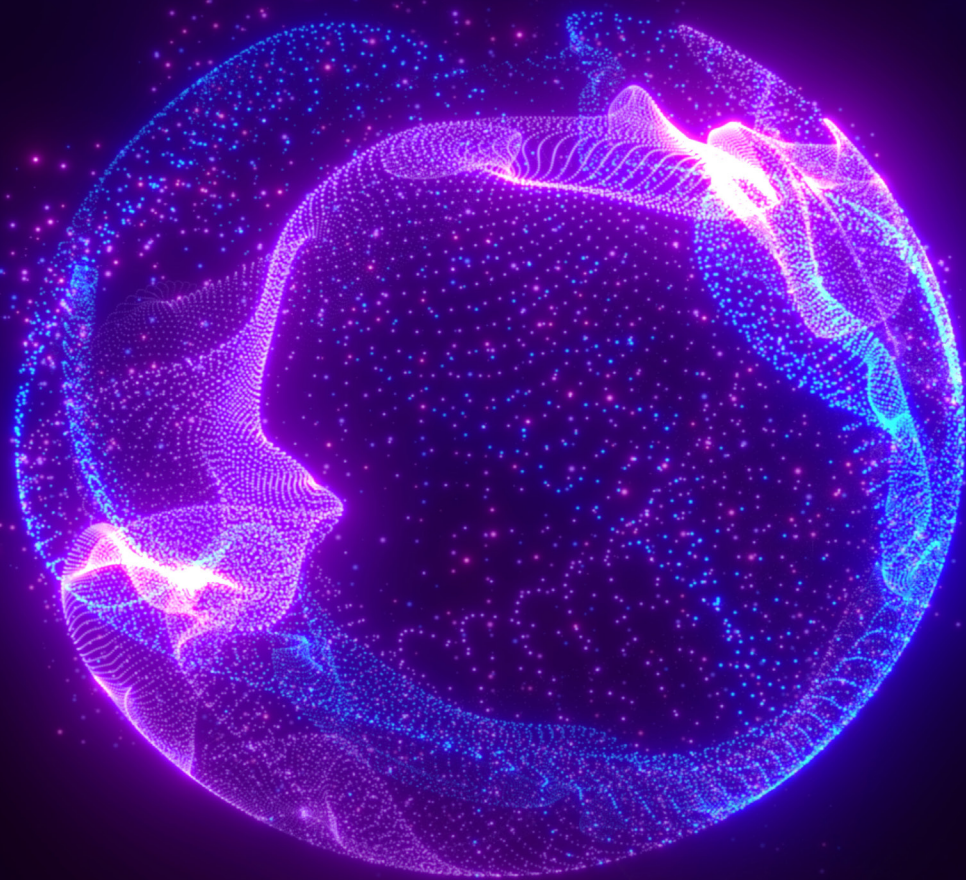
THE DEFINITIVE

AI Forum

FOR MEDIA, INFORMATION, AND EVENTS

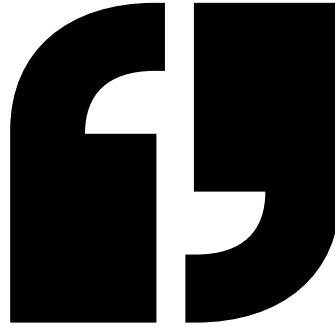
25 NOVEMBER 2025

STATIONERS' HALL, LONDON



FLASHES & FLAMES

THE GLOBAL MEDIA BUSINESS WEEKLY



“Flashes & Flames brings sophisticated narrative, analysis and flair to global trade media and has, therefore, become both an indispensable and enjoyable read.”

Justin Smith, CEO and co-founder, Semafor

“I read Flashes & Flames because it’s always topical and enjoyable. Colin Morrison has excellent connections and great relationships with key people throughout the media.”

Geoff Dickinson, CEO, DMG Events

“I love Flashes & Flames because it has extraordinary reach and truly gets under the skin of the media industry.”

Charlie Kerr, Founder, With Intelligence

“Flashes & Flames has quickly become essential reading on all things media. I enjoy the mix of reporting and opinions. Short, concise and full of information - there isn’t a week that I don’t learn something from reading it. “

Mark Shashoua, CEO, Hyve Group

“Be it curiosity, FOMO or the need for essential intelligence, Flashes & Flames is the thing that I most look forward to on Friday morning. ”

Greg Hitchen, Group CEO, Terrapinn

“Flashes & Flames is the most inspiring media newsletter I ever read. It’s a must-read every week”

Arnaud de Puyfontaine, CEO-president, Vivendi SA

“I look forward to Flashes & Flames coming into my inbox each week because I always know I will emerge much better informed. .”

Mark Allen, Founder-chair, Mark Allen Group

“Flashes & Flames provides an in-depth look at the business of media simply not found anywhere else. It’s the first thing I read every Friday morning.”

Sean Griffey, founder, Industry Dive

“It is is one of the few industry reads that actually makes me feel smarter and better informed.”

Gabriel Brotman, EVP, Axel Springer

“Flashes & Flames is essential weekly reading for anybody in the ever changing world of media”

Lara Boro, CEO, The Economist Group

“Every Friday, I make time for Flashes & Flames; it’s a valuable resource for anyone navigating the global media landscape. It’s not just informative - it’s essential reading.”

Hugh Jones, CEO, RX Global

‘The Definitive AI Forum’ is organised by Flashes & Flames
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Welcome!

As the title suggests, The Definitive AI Forum for Media, Information & Events is an event of at least as many questions as answers. That's the very nature of Artificial Intelligence.

For many of us, these are the early days of technologies that seem set to change the way that our content and services are produced, marketed and discovered. For others, of course, AI is already transforming relationships, performance and profits.

The objective of today's programme is to share our insights, strategies and forecasts - and to engage with leaders from across these industries. One of today's speakers has compared the current wave of AI rumour, news and activity to schooldays when there would always be someone who claimed not to have done any homework but, ultimately, came top of the class having secretly been working harder than anyone else.

Apart from all else, we want to share our insights on what is really happening - and can happen - in the burgeoning world of AI. We are here to share.

We want to cut through the claims and counter-claims, share the learnings and also the creative thoughts on what is possible - and what might be coming next.

The emphasis is, of course, on how these exciting but challenging technologies can improve our performance, not on a narrow view of whether this or that system can cut costs. We are here to consider how best to develop our businesses now and in the future.

This is an event so very different from our Monetising B2B conference in May. But both share a learning-intensive programme of discussion and debate - not speeches - and our venue, the historic Stationers' Hall. Both events have been a sellout, and have deliberately been confined to 200 delegates.

But this Forum embraces the issues and ideas from across the diverse news, lifestyle, business information and events industries - because we all have so much to learn from each other. And we all have so much learning to do.

I hope you will have a stimulating, informative and enjoyable day. Thanks for your support for this event, and for *Flashes & Flames* and *MediaVoices*. Welcome to the future.



Colin Morrison

Founder, *Flashes & Flames Media Ltd*, Publisher of *Flashes & Flames* and *MediaVoices*



Our historic venue

The setting for our conference is Stationers' Hall, the 17th century headquarters of the 622-year-old Worshipful Company of Stationers and Newspaper Makers. The so-called Stationers' Company is a "livery company" which, like many others, originate from the medieval trade guilds which were established in the historic heart of the City of London to regulate particular crafts.

The Stationers' Company's original members were text writers and illuminators of manuscript books, booksellers, bookbinders and suppliers of parchment, pens and paper. With the introduction of printing into England in 1476, printers began to join the guild, which received a Royal Charter of incorporation in 1557. This gave it powers to restrict printing and to search for seditious or heretical books. Members were, therefore, secured from outside competition. But they still had to settle disputes among themselves, such as who owned the text of a particular work to be printed.

All new, licenced titles were entered into the Stationers' Company Register. The Register

became the written record of all approved literature including, for example, the works of Charles Dickens and Charlotte Bronte.

The Stationers' Register became instrumental in the early development of Anglo-American copyright, was cited in Britain's first copyright legislation in 1710, and remained part of the copyright system until the end of compulsory registration in 1923. Welcome to what is, appropriately, one of the original homes of UK media.



Monetising B2B Media, Stationers' Hall, May 2025

Get session transcripts (and more) throughout the day

Our online hub contains all the materials you need to stay up-to-date with the day. See the agenda, get session summaries and transcripts (available shortly after each session), notes and tools from the MasterClasses. Access it now.

About us

Flashes & Flames was founded in 2012 as a blog by former media company CEO Colin Morrison. It became a weekly newsletter in 2016, publishing every Friday at 7.30am UK time. Next year, it celebrates its 10th anniversary.

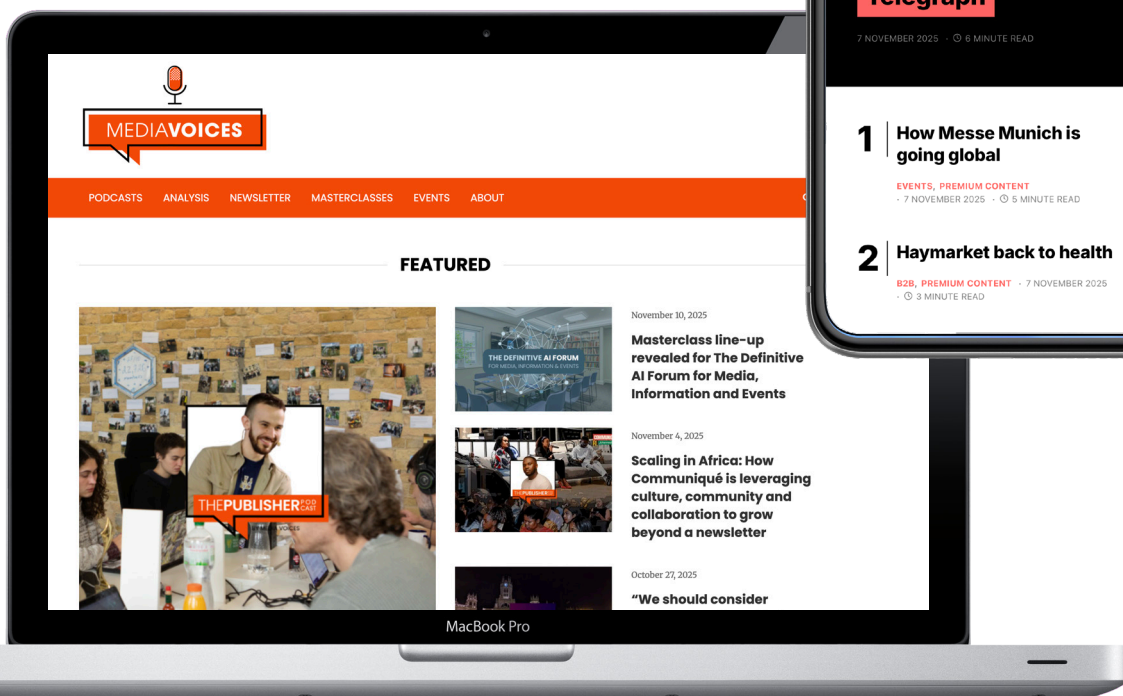
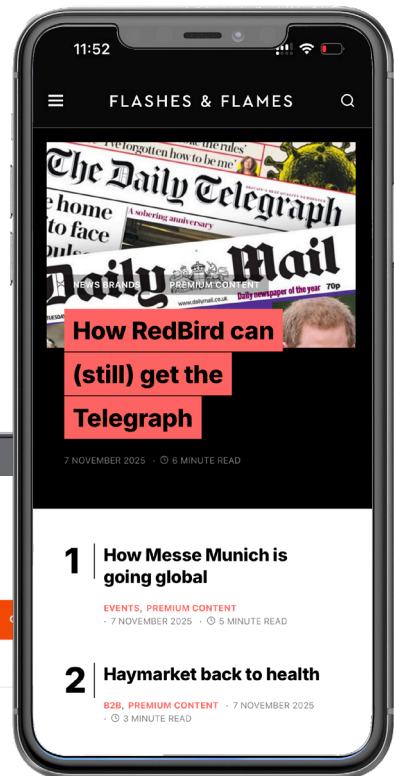
The analytical deepdive content has a regular readership of industry leaders in media, information and events, primarily in the UK, EU and US. Flashes & Flames Media Ltd has expanded substantially in 2025, with its first conference (Monetising B2B) in May and, now, the AI Forum. It also acquired the business of MediaVoices, the eight-year-old podcast, newsletter and events organiser whose co-founders Esther Kezia Thorpe and Peter Houston are now working with Colin Morrison to expand our portfolio of information and events.

THE DEFINITIVE AI FORUM

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FLASHES & FLAMES / MEDIAVOICES

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Let's meet new people!

PRECISION NETWORKING STARTS HERE

Create your Conversation Starter profile [here](#) before the event. The earlier you start, the more meetings you can arrange. And the more likely you are to meet people who matter

The Definitive AI Forum brings together people who shape how AI is changing media, business information and events. Attendees are here to learn and to meet colleagues and peers who can make a difference to their thinking and business. Conversation Starter can help make it happen.

What It Does

Conversation Starter is a web-based networking platform that helps you plan one-to-one meetings before and during the event. No app downloads. No friction. Just smart matchmaking and simple scheduling of meetups.

Before the event

Create your profile at events.conversationstarter.net/e/flashesflames-ai. Describe what you're looking for and what you can offer. Be specific. Browse other attendees. Send meeting invitations to people you want to talk to. When someone accepts, Conversation Starter automatically finds a time that works for both of you and assigns a meeting table (identified by numbers). Add programme sessions to your schedule. This blocks your time, so meetings won't clash. You'll get reminders before sessions start.

During the event

Check your schedule in the app. All confirmed

meetings show up with times and table numbers, along with the speaker sessions or MasterClasses you want to attend. The numbered meeting tables are in the networking areas. Go to the table with your number to meet your colleague and have the conversation.

One-to-one only

The AI-driven suggestions will point you towards relevant people. But you should also search manually. Look for specific expertise. Find people working on problems or issues similar to yours. When you send invitations, personalise them. Say why you want to meet. What you hope to discuss. Generic requests get ignored. Block time when you need breaks. You can manually block slots or simply not respond to invitations during those periods. Meetings are focused. No group sessions. This is about quality conversations, not networking theatre.

On the Day

Your phone becomes your meeting planner. Every confirmed meeting appears in your schedule with table number. Table numbers are assigned automatically. No wandering around looking for people. Need to change a time? Click 'change time slot' on the meeting entry in your schedule. Both parties need to agree. You'll get SMS and calendar notifications when invitations are accepted. The platform updates in real time.