

# Your Sunderland Business Festival Programme

14-18 October, 2024



sbfestival.co.uk

#SunderlandBF24

**Monday 14 Oct**  
Hope St Xchange

## Launch Event (invite only)

### > Hope St Xchange

Panel discussion with Patrick Melia OBE, Ellen Thinnesen OBE, Sharon Appleby, Paul McEldon OBE, Milan Radosavljevic, Alasdair Greig.

Host Rob Lawson OBE.

9:00am - 11:00am

## North East Economy

### > Hope St Xchange

Panel discussion with Mauricio Armellini, Agent, North East for The Bank of England; John McCabe, chief executive of North East Chamber of Commerce; Martin McTague, chair of the Federation of Small Businesses; and Henry Kippin - Chief Executive of North East Mayoral Combined Authority.

Hosted by Helen Dalby

12:00pm - 1:00pm

**Tuesday 15 Oct**  
Various

## Foundation of Light Business Breakfast - Women in Leadership

### > Beacon of Light

Panel discussion with Lesley Spuhler OBE, DL, Chief Executive Officer, Foundation of Light; Ellen Thinnesen OBE, Chief Executive Education Partnership North East; Louise Bassett, Chief Executive Officer, Gentoo Group; and Natasha McDonough, Founder & CEO, MMC Research / Vice President, North East Chamber of Commerce.

7:45am - 10:00am

## EXPO Sunderland - Delivering the Future City

### > City Hall

9:00am - 8:00pm

## The Ladies Collective

### > Lookers Nissan, Sunderland

Speakers include Nicola Wood (The Wonderful Wig Company), Celia Samater (University of Sunderland), Louise Kennedy (Oculus HR), Natasha McDonough (MMC and North East Chamber of Commerce), Kimberley Cattin (SB1 Group), and Brent Gilpin (The Cell).

6:00pm - 8:30pm

**Wednesday 16 Oct**  
Various

## EXPO Sunderland - Delivering the Future City

Featuring Gentoo, Igloo Regeneration, FaulknerBrowns and Homes England.

### > City Hall

9:00am - 3:00pm

## The Position of Social Enterprise within Sunderland

### > The Fans Museum

10:00am - 12:00pm

## The Business of Football: Reigniting an Icon and redefining the fan experience

Panel discussion with David Bruce (SAFC), Neil Burke (Hummel UK) and Anna Mitchell (Fanatics).

### > Stadium of Light

7:00pm - 8:30pm

£10

**Thursday 17 Oct**  
Sheepfolds Stables

## In Conversation with Si King and Alex Partridge

### > Sheepfolds Stables

£25

### Si King

9:30am - 10:30am

Best known for fronting numerous TV shows as one half of the Hairy Bikers, Si will be discussing his life and career in business and on-screen.

### Alex Partridge

11:00am - 12:00pm

Alex founded LADBible and UNILAD aged 21, they would go on to be two of the most popular social news and entertainment internet companies in the world, with an astonishing 100 million followers around the globe.

## Access to Business Support Sunderland

### > Sheepfolds Stables

3:00pm - 5.30pm

**Friday 18 Oct**  
Various

## Growth Lab Sunderland: Strategy Masterclass

### > North East BIC

Interactive and engaging masterclass demonstrating exactly how to get rocket-fuelled results from your strategic initiatives.

9:00am - 1:00pm

## Wine on the Wear

### > Sweeney Miller House

Enjoy drinks and canapes at Sweeney Miller Law's new Sunderland HQ to mark the end of the Sunderland Business Festival in style.

2:30pm - 4:30pm

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