CREATIVE CHEMISTRY

The Art of Inspiring Ideas Through Insight

## Venue: Runway East, 24-28 Bloomsbury Way, London WC1A 2SN

17th September 2025: 1000-1600 hours

# Agenda

**0930 Tea and Coffee**

**0955 AURA**

*Welcome and Introduction*

***Tom Kerr, AURA***

**1000 One Minute to Midnight**

*Creativity workshop – part 1*

***Hannah Rogers, One Minute to Midnight***

**1115 Coffee break**

**1145 One Minute to Midnight**

*Creativity workshop – part 2*

***Hannah Rogers***

**1300 LUNCH**

**1400 Bayer & Watch Me Think**

*Reimagining child-resistant packaging*

***Elliot Hollamby-Jones, Product Experience Insights Manager, Bayer***

***Karina Taylor, UK Head of Commercial Research, Watch Me Think***

**1430 Coty/Adidas & Space Doctors**

*Planning strategic change*

***Jessica Parr, Director, Space-Doctors***

***Elisa Birtwistle, Senior Director, Space-Doctors***

**1500 Haleon & The Behavioural Architects**

*Driving behaviour change in pain management consultations*

***Ben Jones, Director, The Behavioural Architects***

***Gill O’Hanlon, Managing Partner, The Behavioural Architects***

**1530 Asahi & One Strategy Studio**

*Revolutionising the innovation process*

***Emese Pinter, Insight Specialist, Asahi***

***Jonathan Williams, Founder, One Strategy Studio***

**1600 Wrap Up and Close**