

08:15 Conference Registration

09:15 Welcome to UX in the City: Manchester **RISE AND SHINE**

09:30 KEYNOTE **RISE AND SHINE**
Why content is user experience 60 MINUTES
Sarah Richards CONTENT DESIGN LONDON

10:30 Refreshment Break

Rooms	RISE AND SHINE	BUZZ	WORK	GROW
11:00	<p>CASE STUDY</p> <p>Research smarter, not harder 45 MINUTES</p> <p>James Lang GOOGLE</p>	<p>CASE STUDY</p> <p>Why designers and data scientists should be BFFs 45 MINUTES</p> <p>Ramy Nassar MATTEL</p>	<p>TUTORIAL</p> <p>How to design without content 90 MINUTES</p> <p>Charles Burdett BBC</p>	<p>HANDS-ON</p> <p>Sketchnoting UX 90 MINUTES</p> <p>Dr Makayla Lewis BRUNEL UNIVERSITY LONDON</p>
	SWITCHOVER	SWITCHOVER		
11:50	<p>CASE STUDY</p> <p>Mo' solutions, mo' problems 45 MINUTES</p> <p>Llora Geddes BEAUTY BAY</p>	<p>CASE STUDY</p> <p>Making UX truly agile 45 MINUTES</p> <p>Emma Harvey Andrew Duckworth NHS DIGITAL</p>		

12:35 Lunch Break

13:30	<p>CASE STUDY</p> <p>Brilliant never stops 60 MINUTES</p> <p>Tom Bradley CODE COMPUTERLOVE</p>	<p>WORKSHOP</p> <p>Creating data visualisations that don't suck 60 MINUTES</p> <p>Martin Colebourne TOBIAS & TOBIAS</p>	<p>HANDS-ON</p> <p>Increasing user engagement: the 4 dimensions of emotional storytelling in virtual reality 60 MINUTES</p> <p>Paul Blakey Liam Carter-Hawkins Stephen Morris HIDDEN CREATIVE</p>	<p>WORKSHOP</p> <p>The design process 60 MINUTES</p> <p>Christina Connolly BBC</p>
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14:30 Refreshment Break

15:00 ENDNOTE **RISE AND SHINE**
How open is your window? 60 MINUTES
Molly Watt MOLLY WATT LTD

16:00 SWITCHOVER

16:10	<p>LIGHTNING TALKS RISE AND SHINE</p> <p>How to redesign experience on myFT with real customer insight 10 MINUTES</p> <p>Olga Shevchenko FINANCIAL TIMES</p>	<p>Implicit bias and assumptions/inclusion in user recruitment 10 MINUTES</p> <p>Jess Lewes PEOPLE FOR RESEARCH</p>	<p>DesignOps in a nutshell 10 MINUTES</p> <p>Matteo Cavucci THOUGHTWORKS</p>	<p>Quantifying the user experience: benchmarks for ROI, engagement and customer success 10 MINUTES</p> <p>Jay Brewer RAPID7</p>
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16:50 Social Evening

09:00 Conference Registration

09:30 KEYNOTE **RISE AND SHINE**

How to do the work you want to do (AKA neglect your selling skills at your own peril) 60 MINUTES
Fiz Yazdi CXPARTNERS

10:30 Refreshment Break

Rooms	RISE AND SHINE	BUZZ	WORK	GROW
11:00	<p>CASE STUDY</p> <p>Uh oh, the future is here! Designing for the future 45 MINUTES</p> <p>Basak Haznedaroglu MICROSOFT</p>	<p>CASE STUDY</p> <p>Are we stuck in discovery? 45 MINUTES</p> <p>Mike Tattersall HIPPO DIGITAL</p>	<p>WORKSHOP</p> <p>Guerrilla research: quick not dirty 90 MINUTES</p> <p>Ana Crespo FOOLPROOF</p>	<p>WORKSHOP</p> <p>Designing behaviour: a new toolset 90 MINUTES</p> <p>Lauren Kelly DURA</p>
	SWITCHOVER	SWITCHOVER		
11:50	<p>CASE STUDY</p> <p>Talking with machines? Voice UI and conversation design 45 MINUTES</p> <p>Stuart Reeves UNIVERSITY OF NOTTINGHAM</p>	<p>CASE STUDY</p> <p>This is for everyone: a new IA for NHS.UK 45 MINUTES</p> <p>Sophie Dennis NHS DIGITAL</p>		

12:35 Lunch Break

13:30	<p>CASE STUDY</p> <p>UX & AI: creating the interactive experience 60 MINUTES</p> <p>Neil Sahota IBM WATSON GROUP</p>	<p>CASE STUDY</p> <p>Spaghetti Junction - UX challenges in large scale product design 60 MINUTES</p> <p>Matteo Gratton Alessandro Palladini MUSIC GROUP R&D - MANCHESTER</p>	<p>TUTORIAL</p> <p>Beyond data - building a complete picture of your users 60 MINUTES</p> <p>Hannah Horton Joanne Schofield CO-OP DIGITAL</p>	<p>TUTORIAL</p> <p>Get out of your digital box 60 MINUTES</p> <p>Aleksandra Melnikova RADLEY YELDAR</p>
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14:30 Refreshment Break

15:00 ENDNOTE **RISE AND SHINE**

How to work with people* who spend less time than you do thinking about behaviour *everyone 60 MINUTES
Chris Atherton NETLIFE

16:00 Conference Close