

Sarah Reakes	Independent marketing & advertising consultant	Things I'm unlikely to come across in my every day
Hilary Laing	Cambridge Network	Cambridge Recruitment Gateway - companies working together to attract & retain talent
Judi Coe	Cambridge Network	Cambridge Network website
Sue Gibson	The Learning Collaboration	Cambridge Recruitment Gateway - companies working together to attract & retain talent
Bella Connolly	The Learning Collaboration	Local employers collaborating to organise, purchase & share training & mgt devt
Pantea Lotfian	Consultant	Technology and Innovation, Managing Change, Organisational culture and growth
Alexis Willet	Punch Consulting	Health, Science, Public Affairs, Strategy, Mgt & Leadership, & anything else that's interesting!
Anna Barnes	University of Cambridge	anything and everything
Catherine Knight	Knight Cornwell Consulting Ltd	Inspirational leadership that engages people and enables behaviour change
Nick Welsh	Mono Industries	how technology is helping your business
Zoe Rose	Notecake	Technology in higher education, teaching & learning in HE, starting a business.
Sam Davies		Don't talk to me, I've got a headache.
Bridget Hannigan	Analysys Mason	words, books, letterpress, good coffee, info design, corporatopia, Lynda Barry and pie
Gemmaine Walsh	London School of Business & Finance	

The organisers:

Name	Organisation	Talk to me about:
Hilary Goldsmith	Goldsmith Consulting	Curiosity, 21 st century waterways
Vandy Massey	Engauge	Creativity, feedback, connections.
Sue Keogh	Sookio	All things editorial
Chris Massey	Redgate	The future of publishing, & why we should play more
Jo Riches	Jo Riches Marketing	Marketing, events & PR ideas for your business

The sponsors:

We would like to extend our grateful thanks to the sponsors, without whose support TEDxGranta would not have happened:



TEDxGranta

x = independently organized TED event

15th February, 2011

TEDxGranta: Women Shaping the Future

The programme:

- 8:00 Registration
- 9:00 Session 1: **New angles**
- 10:30 Conversation break
- 11:30 Session 2: **Let go**
- 1:00 Lunch and more conversation
- 2:30 Session 3: **Dive in**
- 4:00 Conversation break
- 5:00 Session 4: **Take action**
- 6:30 Close

The speakers:

Julie Barnes: Founder of Somaxa Ltd and CEO of new molecular diagnostics business Abcodia Ltd, Julie has over 25 years' experience in the pharmaceutical and biotechnology industry.

Ann Cotton: Founder and Executive Director of Camfed International, a charity which has improved the school environment for over a million children in 2,295 communities in Sub-Saharan Africa.

Anne Dobrée: Acting Head of Seed Funds with Cambridge Enterprise Seed Funds. She has a BSc in Medical Microbiology and a PhD in Immunology, followed by years of experience in the area of technology transfer.

Rowan Harvey: Policy and Advocacy Officer for the international development charity Plan International (UK) who became a governor of the LSE aged just 26.

Donna Lynas: As Director of Wysing Arts Centre since 2005 Donna has developed the Cambridgeshire-based organisation into one of Europe's leading centres for the visual arts.

Anne Miller: One of the world's most prolific female inventors, and author of *How to get your ideas adopted (and change the world)*

Sarah Outen: World-breaking ocean rower. In August 2009 she became the first woman and youngest person to single-handedly row the Indian Ocean, and the youngest woman to solo any ocean, raising over £30,000 for arthritis charities. Her book about the row, *A Dip in the Ocean*, was published on 7 February 2011 and she is currently planning her next expedition, London to London: Via the World.

Ian Price: Author of new business book *The Activity Illusion* is an experienced leader turned business psychologist.

Jennifer Rubin: Director of the Communities, Safety and Justice Programme at RAND Europe, a non-profit institution that helps improve policy and decision making through research and analysis.

Jenny Tillotson: CEO and founder of Sensory Design & Technology Ltd, merging the ancient art of perfumery with modern technologies to contribute to find new ways of enhancing the emotional wellbeing of women.

Nicky Webb: co-founded creative producers Artichoke, who have been responsible for some of the most ambitious and inspiring arts events of the past few years, including *The Sultan's Elephant* and Antony Gormley's *One & Other*.

John Wroe: Executive Director of Cambridge-based charity Momentum Arts and prime mover in the Street Child World Cup in Durban, recognised as 'one of the best ideas to come out of Cambridge in the last 800 years'.

The participants:

Name	Organisation
Marcie Bell	The Foundry House
Liz Speake	Bango
Rachel Holdsworth	Holdsworth Associates
Suzanne Doyle-Morris	Beyond the Boys' Club
David Neville	Quotient Bioresearch
Deborah Shepherd	Convergys EMEA Ltd
Michaela Margetts	Convergys EMEA Ltd
Laura Barrett	TWI Ltd
Simone Castello	Digital copywriter and parenting writer
Noel Gray	kNOELedge
Ellee Seymour	Pro Active PR
Chris Carling	Chris Carling Coaching
Suzy Keeley	Balfour Beatty Major Civil Engineering
Claire Ruskin	PA Consulting Group
Suzanne Oliver	HLBBshaw
Samantha Funnell	ARM Ltd
Kimikawa de Castro	K4 Innovations Limited
Jayne Alexander	J A Publishing
Natacha Wilson	University of Cambridge, CPPD
Natalia del Campo	Cambridge Cognition
Caroline Batchelor	Pure Resourcing Solutions
Lydia Seymour	Pure Resourcing Solutions
Portia Tung	
Kate Atkins	Aspire 2
Bonnie Cotier	Golden Dog
Philippa Rock	Cambridge Cognition
Philippa Brice	PHG Foundation
Ruth Sapsed	Cambridge Curiosity and Imagination

Talk to me about:

Communications - from messaging to strategy, media relations, social web
Inspirational women leaders
Ideas
Female breadwinners
Science Creativity Nudging

use of TED in a corporate activity aimed at encouraging creativity
Publishing, digital marketing, blogging, homeworking, arts and culture.
Creativity thinking & problem solving; speed reading and effective writing; team building
Meeting and hearing from inspirational women and sharing new knowledge
Yoga
how women are shaping the future

Diversity on Boards, NXDs, Product development & innovation, nearly anything
Intellectual property
IP and Innovation
Measuring business performance & tracking org. change using collective behaviour.
Opportunities for mentoring
Creative thinking, inspiring stories, make the world a better place
why brain health could matter more than physical health
HR recruitment & Cambs job market, tools & assessments. Allotments & cocker spaniels
Accountancy Recruitment in Cambs, work-life balance, tennis
Storytelling, fairytales, learning games, transformational change, sustainable philanthropy
Confidence, clarity and communication.
The innovative ways you engage with people.
Cognition
Biomedical science and health, knowledge brokering, health policy
Ways our paths could overlap