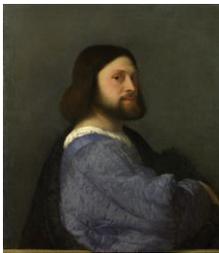


[www.namesnotnumbers.com](http://www.namesnotnumbers.com)  
Updated: 6 February 2017

## NNN17: "THE NEAR DISTANCE"



"A brilliant festival" -  
Jamie Byng,  
Canongate



"What a fabulous  
Conference. It has to be  
the best on the planet.  
Stimulating talks and  
fascinating post-talk  
conversations"

- John Gordon, Founder,  
The How To Academy



**LONDON** Thursday 2nd March 2017  
**OXFORD & WADDES DON:** Sunday 24th and Monday 25th September 2017

## About NNN

Founded in 2009, Names Not Numbers brings professional people together in a setting more like a walking tour or a dinner party than a conference. Content & Connection.

There is no 'Green Room' - the speakers and participants all join each other in beautiful and iconic settings: London in March over a single day and an overnight 'Experiential Residential' in September in Oxford and at Waddesdon Manor in Buckinghamshire.

NNN is all about bringing diverse groups of individuals together: At each NNN you make a short journey together (even in London) between locations: We find it loosens the juices of conversations and connections very well.

Pleasingly, 80% of NNN Participants and Speakers surveyed say it "exceeded expectations" which, given how tight we all are for time, is a good echo of what we believe: Your time is precious.

This is not a typical conference (and all the better for it). You do get professional development from it, because you meet a diverse set of people, hear a variety of ideas, share your views, and have the space to make meaningful connections. You don't wear name badges. You don't sit in a single space for half a day before something called 'networking drinks'. You do use your voice as well as hearing others.

### The Top 3 reasons why people like NNN:

- "eclectic mix of participants and subjects"
- "quality of speakers"
- "chance to network and meet new people"

Sessions are a mix of keynote talks, 'In Conversations', debates, and our famous 'Lunch Lessons' where you have small expert-led seminar discussions. Join us in March, September (or both). Meet for supper with our special eiNetwork Club configurations to cement your connections before, during and after each NNN. See over for the programme so far...

## THE PROGRAMME 2017: The Near Distance

This year we look at distance, near and far. Perspectives in business, politics, culture, philosophy, science, media. We look back in history and we futurecast ahead. We take the moment we are currently in - arguably an extraordinary moment - and analyse the past whilst attempting some prediction on the future.

As ever, we have an exceptional range of speakers confirmed with more to come:

*(Alphabetical. Not full and not final)*

**Wendy Alexander**, Vice Chancellor of the University of Dundee; **Matthew d'Ancona**, writer with, amongst others, The Guardian, New York Times and London Evening Standard; Opera and theatre director, founder of Theatre de Complicite **Annabel Arden**; Social Entrepreneur **Josh Babarinde** of CrackedIt on how close we are to crime (and how far); the twenty first century explorer **Jonny Bealby** of Wild Frontiers; Neuroscientist **Kris de Meyer**; Writer and Fun Palaces founder **Stella Duffy**; Sustainability visionary **Ed Gillespie** of Futerra; The expert on globalisation's Good Businesses, **Giles Gibbons**; Playwright and Commentator **Bonnie Greer**; Artist and provocateur **Maggi Hambling**; Public moral philosopher **Professor Angie Hobbs**; Art historian and polymath **Sheila Hale**; **Roly Keating**, Chief Executive of the British Library; **Rachael Kerr**, Editor-at-Large, Unbound; Literary giant **John Lahr**; Davos star and author **Edie Lush**; GQ Editor and Bowie biographer **Dylan Jones**; Baroness **Tessa Jowell** of The Economist Group; The BBC's cultural maven from BBC Radio 4's Front Row, **Kirsty Lang**; Oxford University's Chief Librarian **Richard Ovenden**; Poetry Pharmacist **William Sieghart**; + speakers from Wellcome Trust and more to come; **Michael Simpson** of Year Here on tomorrow's social change agents; **Sir Simon Wessely** of the Royal College of Psychiatrists; Award-winning architect **Francesca Weal**, and ei Associate, Sunday Times commentator, and BBC 'Hipster' himself, **Peter York** on the peril of Fake News.

*"Like Bear's Porridge. Not too large, not too small. Clever mix of ideas"* - David Landesman OBE, Executive Director, Tata Europe



**DRAFT PROGRAMME - THURSDAY 2 MARCH**  
*(September programme draft will be released after Easter)*

*Not Final and Subject to Change.*

THURSDAY 2 MARCH 2017. LONDON

**PART ONE: BEGINNINGS (AFTER ENDINGS)**

**THE CORINTHIA**

Situated on Northumberland Avenue by Trafalgar Square, in the sumptuous high ceiled and column splendour of Massimo's you will arrive to a gorgeous sit-down breakfast, meet your fellow NNN-ers and begin this year's journey to ideas, connections and conversations.



**7.45-8.30 ARRIVALS**

**8.30am**

**Welcome: MC Edie Lush.** The woman who has interviewed over 1,000 people at Davos and who has written the acclaimed 'How to Speak with Confidence in Public' will be our MC for the morning, showing her own public speaking prowess.

**8.40am**

**PERSPECTIVES**

Short provocations from dynamic speakers giving you a perspective on their world, relating to NNN's 2017 theme of 'The Near Distance'

**Josh Babarinde** of Cracked It: How close we all are to a life of crime. Josh Babarinde, alumni of the great social entrepreneur project Year Here, works with young people who are moments away from a life of crime but who avoid it through fixing mobile phones. He explains why we're closer than we think to falling off the edge of society ourselves.

**NNN Teachers:** Here a tiny taste of what you can learn about later in the morning at the British Library and in the afternoon from some of our NNN teachers for the day: See further in this programme for details.

**9.00am**

**IN CONVERSATION: Ground Control to Major Tom**

**Dylan Jones** is the the groundbreaking editor of GQ who has a not-so-secret passion for David Bowie. Ever since the icon's untimely death at the start of 2015 Dylan has posted a 'Daily Bowie' on his Instagram Feed and today he will unveil some of the secrets he has sourced for his eagerly awaited biography of Bowie ("David Bowie: A Life") which will be published in September by Random House. He will be gently prodded to reveal as much as possible by the equally passionate modern music buff **Matthew d'Ancona** of The Guardian, London Evening Standard, New York Times and a contributing editor also of GQ.

**9.30am**

**NNN Journey**

It may seem odd to make a feature of travel but this is exactly what we do at NNN. The small journeys between sessions and venues is where people meet others in a slightly different dimension. Our bus will roll away from the kerb outside up the short drive between SW1 and NW1 to the British Library. Get on board for Part TWO

## **PART TWO: KNOWLEDGE QUARTERS**

10.00-10.15am

Arrivals at The British Library conference Centre, deep in London's 'Knowledge Quarter'.

10.15-10.50am

### **LITTLE LESSONS**

Learn Something. Share Something. Be in a short seminar with some of your fellow NNN participants.

#### **(i) How to Be a Publishing Sensation**

Teacher: **Rachael Kerr**

Publishing sensation Unbound ([www.unbound.com](http://www.unbound.com)) who motto is 'the book in your hands' has revolutionised the model by which authors get published through crowdsourcing, whilst publishing some of the current bestsellers of the day. Editor-at-Large Rachel Kerr will guide you through how to put your novel or non-fiction to the editors in the general public who can decide whether to fund it - it is that easy: or is it?! We expect some NNN Unbound campaigns to start today...

#### **(ii) Presence, Projection and Public Performance: From opera singers to executives.**

Teacher: **Annabel Arden**

Presence, says the acclaimed theatre and opera director Annabel Arden, comes first. Whether you are a diva opera singer or a high performing executive you need it, combined with Projection and a key understanding of your Public, to engage, lead, and perform properly. Learn some of the key ways to begin to frame your own Presence at NNN today.

#### **(iii) What is a Good Business these days?**

Teacher: **Giles Gibbons**

The buzzword in business is 'Purpose' but what is it and who is doing it well (and badly)? Moreover, what are the issues facing global business leaders when Globalisation has become something of a political hot potato? Giles Gibbons, founder of Good Business has some of the answers and he'll share them with you at NNN today.

10.50am-11.20

### **COFFEE BREAK**

## **PART THREE: THEATRES OF NOW**

11.20 - 11.50

### **NNN LECTURE: "Defending Knowledge - libraries and the crisis of trust"**

British Library CEO **Roly Keating**

Once scarce and expensive, information has in less than a generation become hyper-abundant and overwhelmingly free. Roly Keating explores how the resulting glut has created new problems of reliability, partisanship, authority and trust, and why the values of strong, independent knowledge institutions are more vital than ever.

11.50-12.00

### **PERSPECTIVES**

Short provocations from dynamic speakers giving you a perspective on their world, relating to NNN's 2017 theme of 'The Near Distance'. Now art historian and Titian expert **Sheila Hale: What the Old Masters tell us from this distance about their art**

12.00 - 12.25

**INDIVIDUAL IN A MASS AGE: THE INTERVIEW**

**Maggi Hambling** in Conversation with **Peter York**

Join one of our greatest living contemporary artists, whose new show Walls of Water is running in London, in conversation with one of her collectors, the art know-all and cultural

12.25-13.05

**PANEL: THE THEATRE OF POLITICS (AND THE POLITICS OF THEATRE)**

Chair: **Angie Hobbs**

Panel: **Annabel Arden, Bonnie Greer, John Lahr**

We know that life imitates art. But in politics, it has become more theatre than the real thing. We have assembled a distinguished panel of playwrights, directors, critics, and under the direction of one of our greatest modern philosophers ask whether recent geopolitical trends mean we don't need to go to the theatre anymore (we just have to switch on the news).

**13.10 Walk over road to Wellcome Collection for Lunch and PART FOUR**

LUNCH at Wellcome Trust, Wellcome Collection on the Euston Road. Those of you who have joined us at NNN previously will recall the glorious new Wellcome Collection space, which once again has dedicated its lecture theatre for NNN this afternoon.

**PART FOUR: STASIS AND CHANGE**

14.30 - 14.50

**PERSPECTIVES**

**Angie Hobbs** Democracy and Demagoguery - a Philosophical Perspective

One of our most provocative contemporary thinkers, who is increasingly being called upon to explain these extremely challenging political times, gives us her view.

**Ed Gillespie** How far away are we from changing our climate change behaviour?

Despite what you may think, Ed Gillespie, one of the most prominent UK thinkers and campaigners on climate change, is optimistic. He thinks the future beckons bright for new energy policy, and disagrees with a man called Donald about why....

14.50-15.20

**IN CONVERSATION: WHAT IS AROUND THE CORNER IN LIFE SCIENCE?**

**Wendy Alexander**, Vice Chancellor of the University of Dundee, one of the pre-eminent places of study on the Life Sciences and a partner of Wellcome Trust, discuss how near we are to breakthroughs with one of Wellcome's most senior scientists (**Speaker TBC**)

15.20 - 15.35

**PERSPECTIVES**

**Kris de Meyer**

The acclaimed neuroscientist Kris de Meyer has made some startling discoveries about belief and its relationship to fact. Here he explain how he put his science to the test in the real world, making the documentary 'Right Between Your Ears', which we will see exclusive clips from today.

15.35-16.00

LEG STRETCH & QUICK COFFEE

NNN 2017  
DRAFT PROGRAMME: THE NEAR DISTANCE 2nd March 2017

1600 - 16,45

**CLOSING PANEL: FARAWAY TRUTH: FAKE NEWS AND THE MEDIA**

Chair: **Kirsty Lang**

Panel: **Matthew d'Ancona, Baroness Tessa Jowell, Peter York**

If the gap is closing on the distance between what humans and robots can do, perhaps it is widening in terms of truth and trust in the media. The word 'Fake' rebounds angrily around the world. Social Media has spiralled into surround-sound comment, with a universal blame game being waged between players as diverse as 'TMT' (The Mainstream Media) to 'Alt Right' websites. We close today's reflection on distance with expert eyes, ears and voices from people who know media, politics, technology, and who will try and get close - if not all the way - to a truth the NNN audience feels is right between their eyes and ears.

ENDS

For packages and prices: email [laura@editorialintelligence.com](mailto:laura@editorialintelligence.com) or keep an eyeout for updates on [www.namesnotnumbers.com](http://www.namesnotnumbers.com)