

The Driving Organisational Change Conference, Manchester  
Wednesday 4<sup>th</sup> March 2026 | The Pendulum Hotel, Sackville St, Manchester M1 3BB

04.03.2026

MANCHESTER

# DRIVING ORGANISATIONAL CHANGE | FOR PEOPLE LEADERS

24

CORPORATE SPEAKERS

1

DAY

## Welcome To The Driving Organisational Change Manchester Conference

### Official Event Programme

Please note that the following timings are flexible. Due to the nature of a live event, the conference chairs and organisers will be updating the timings throughout the day to adapt to speakers running over time, late arrivals, last minute changes and extending popular sessions. Please rest assured we will do our utmost to adapt and to accommodate all live changes.

Organised By:



## 08.15 Registration & Informal Networking

## 09.00 GIC Welcome & Morning Chair's Opening Remarks

Dominic Carey, Head of Business Change, **TransPennine Trains Ltd**



## AI Adoption In Change: Opportunities & Barriers

### 09.10 Don't Get Left Behind! Discover Strategic AI Solutions To Strengthen & Streamline Your Processes, Without Losing The Crucial Human Touch

- Soon companies that don't use AI are likely to be the minority; keep pace with your competitors with practical examples and real-world cases of efficient and results-driven AI deployment
- Bad input leads to bad output! How can you ensure that the data going into AI processes is accurate and validated? What guard rails are needed to maintain output that is effective, correct and compliant?
- Activating AI usage is just the beginning – as the technology evolves exponentially, what new developments and innovations are next in the pipeline? What will AI be capable of within the next 5 to 10 years and beyond?
- Assuage potential AI fears among employees by promoting the benefits, and upskilling colleagues in AI fundamentals to make sure the technology works for them, not the other way around

Jennifer Cohen Falah, Senior Strategy & Transformation Change Lead, **Burberry**



## Organisational Change

### 09.30 Distributed Vs. Delineated Accountability: A Smarter Approach to Change Management & Project Triaging

In fast-paced environments, traditional change models can fall short—especially when specialist resources are stretched. This presentation explores how a distributed accountability model can better align with organisational realities and unlock greater agility.

- **Flexible Models Work Best**  
Rigid structures and delineated roles limit impact. Distributed accountability boosts scope and reach.
- **Tailored, Not Template**  
Effective change management practice approach should reflect your organisation's culture and context—not a generic framework.
- **Scale with Care**  
Start small and grow gradually to avoid organisational shock and maximise positive traction.
- **Culture is Key**  
Change management is more than professional practice. Culture and behaviours, especially those connected to leadership, also need investment.
- **Lead the Change of Change**  
Successful adoption of new practice needs buy-in at every level—change management establishment itself must be change-managed.

Dominic Carey, Head of Business Change, **TransPennine Trains Ltd**



Fiona Gilmartin, Head of Integrated Programme Management Office,  
**TransPennine Trains Ltd**



## Change Communication Strategies – Panel Discussion & Q&A

### 09.50 Reach Out To All Corners Of The Business With Powerful, Tailored & Change-Ready Comms Strategies That Truly Speak To All Parties

- Keep remote and hybrid workforces pulling together towards unified company goals through persuasive, eye-catching and inspiring comms
- Get creative! Craft attention-grabbing content that boosts engagement, and optimise your omnichannel strategies to deliver on the right platform at the right time
- What are the latest tech and AI developments set to revolutionise comms strategies, and how can they be utilised in an impactful and cost-effective way?
- Empower communicators to influence strategy, offer invaluable expert advice and foster collaboration and transparency

Kelly McGowan, Director of Transformation, **Action for Children**



Jodie Bennett, Operations & Governance Director, Excellence & Chief of Staff (to CRO), **WTW**



Lucy Clarkson, Internal Communications & Engagement Business Partner, **Marie Curie UK**



Jennifer Cohen Falah, Senior Strategy & Transformation Change Lead, **Burberry**



## 10.30 Bonus Session; Reserved For Forvis Mazars

Alan Frost, Partner – Transformation & Change, **Forvis Mazars**



## 10.45 Morning Refreshment Break & Informal Networking

## People Centricity & Employee Wellbeing – Delegate Discussion

### 11.15 Please Refer To The Delegate Discussion Worksheets To Find The Discussion Objectives & Discussion Points

*We would encourage you all to enter into the spirit of the day and share ideas with fellow delegates. We understand there might be commercial sensitivities behind discussing strategies, however, there is a lot to be gained from sharing theories, mindsets and abstract situations – the person sitting next to you might just have that fresh outlook which unlocks new potential!*

## WORKOPOLY: The Real Game of Attraction & Retention

### 11.30 Your workforce isn't one size fits all. Is your EVP?

Today's workforce spans multiple life stages, priorities, and expectations, yet many organisations still rely on a generic approach to attraction and retention. **WORKOPOLY** explores why that strategy no longer works and what happens when support is tailored to people at the moments that matter most.

This session unpacks:

- **Why employees at different life stages need more than a one size fits all EVP**
- **How providing the right support at the right moment can transform outcomes, both now and over time**
- **What this means for your people strategy, and how to build a stronger internal case for change**

Designed for leaders shaping the future of work, **WORKOPOLY** reframes attraction and retention as a long term game, one where smarter moves deliver stronger engagement, loyalty, and performance.

Rebecca Poxon, Commercial Success Leader, **Pluxee UK**



## The Shift Of Hybrid Vs. Office – Panel Discussion & Q&A

### 11.50 Engage & Involve The Full Workforce In Organisational Change & Ensure Adaptability For Hybrid & Remote Working Is Baked Into Your Change Strategies

- Leverage the power of clear communication and powerful content to ensure that change strategies are being cascaded to remote and hybrid employees just as much as in-office staff
- How can you reinject crucial human connection for remote employees to boost morale and a team-focussed mindset?
- Gather real and relevant feedback from remote and hybrid colleagues to see what's working, and address what isn't
- What are the warning signs of disengagement and disenfranchisement in remote employees? How can you identify and reach out to these colleagues to course-correct?

Sarah Tegerdine, Head of People Partnering, **Channel 4**



James Dunne, Business Improvement Regional Manager, **Balfour Beatty**



Dan Harris, Head of Finance People Capability, **BAE Systems**



Sophie Parsell, Strategic People Lead – Experience, Reward & Partnering, **British Red Cross**



## Change Journey Management

### 12.30 Maximise, Maintain & Manage Every Step Of The Change Journey To Engage & Support Colleagues At All Levels

- What is your organisation's change narrative? Use clear communication and storytelling to cascade your change strategies to all part of the workforce and highlight the "why" as well as the "what"
- Change can be challenging, foster support and inclusivity by prioritising colleague wellbeing in all change journeys
- Break down silos and unite disparate departments by demonstrating all colleagues' vital roles within the overall unified whole
- Equip your teams with the tools and knowledge needed to tackle future challenges with continuing capability and efficiency

Nataly Quinn, Head Of Change & Tech Adoption, **Holland & Barrett**



## 12.50 Topic Generation Submission

*We would love to hear your thoughts on potential topics or ideas for one-day brand-led conferences – please do submit any thoughts or ideas via the QR code on the screen. Many thanks in advance!*

## 12.55 Lunch & Informal Networking For Speakers, Delegates & Partners

## 13.55 Afternoon Chair's Opening Remarks

Berenice Levenez, Director of Strategy, Transformation & Technology, **GirlGuiding**



## 14.05 Facilitated Peer-To-Peer Discussions

### Discuss Crucial Hot Topics With Expert Leaders

#### A) Behavioural Change

Alexander Barrett, Senior Communications Officer (Organisational Change),  
Thames Valley Police



#### B) Omnichannel

Kelly McGowan, Director of Transformation, **Action for Children**



#### C) Overcoming Change Fatigue

Jonathan Arber, Head of Strategy and Governance – Finance Shared Services, **BT Group**



#### D) Agile Methodologies

Henry Carvalho, Change Management Director, **AstraZeneca**



## Senior Leadership Engagement & Accountability

### 14.25 Company Culture Starts At The Top! Transform Senior Leaders Into Powerful Change Champions To Drive & Communicate Key Strategies

- Craft the right narrative around your change journey, highlighting the why and the how as well as the expected results, to secure senior leadership buy-in
- Lead by example! Motivate senior leadership to lead from the front and champion a change-ready mindset that can cascade down through the organisation
- Identify and overcome change resistance in senior leadership to ensure that the right message is coming straight from the top
- Upskill and equip senior leadership to communicate change strategies in a timely and effective manner, to prioritise employee wellbeing and mitigate potential fears and concerns

Anthony Savell, Head of Business Optimisation, **Close Brothers**



## Employee Engagement & Upskilling – Panel Discussion & Q&A

### 14.45 From Long-Term Staff To Gen Z Recruitments, Engage & Empower Employees To Build A Forward-Looking & Change-Receptive Company Culture

- Bring employees into the journey with clearly communicated goals and the reasoning behind them, to allay concerns and to avoid the sense that change is happening “to” them
- Utilise the latest insights in behavioural psychology to overcome change resistance and reposition change as not just a necessity, but a beneficial positive
- Empower employees as change leaders by encouraging input and involvement to take ownership of key aspects of the transformation journey
- Reinforce employee retention and reassure colleagues of their critical value by delivering the tools and training needed to keep pace with the fast-moving sector

Ryan Warcup, Business Improvement & Development Manager, **Balfour Beatty**



Shruti Birari, Vice President Change Management, **Marsh**



Marilyn Runoona-Rutsito, HR Business Partner, **Network Rail**



Sarah Fidment, Professor Of Leadership & Management & Head Of Department For People & Performance, **The Manchester Metropolitan University**



## 15.25 Evaluation Form & Feedback

*We would love to hear your thoughts on potential topics or ideas for one-day brand-led conferences – please do submit any thoughts or ideas via the QR code on the screen. Many thanks in advance!*

## 15.30 Afternoon Refreshment Break With Informal Networking

## 16.00 Winner Announcement

Pluxee will announce the winning delegate for their competition!

## Guiding The Future: Leading With Purpose Through Digital & Cultural Transformation

### 16.05 Empowering Change, Embracing Technology, Engaging Hearts & Minds

Berenice Levenez, Director of Strategy, Transformation & Technology, **Girlguiding**



## Stakeholder Engagement, Buy-In & Adoption

### 16.25 Make An Open & Shut Case For Organisational Change By Highlighting The Key Deliverables To Internal & External Stakeholders

- Evaluate the full consumer experience, step by step, to create a smooth and cohesive transition across multiple digital touchpoints
- Assess the merits of the latest technologies to enhance your customers' digital experience without exceeding budgets
- Embed personalisation and speed up digital journeys by using customer data in a tailored and effective way
- Collaborate across multiple internal teams, channels and processes to join up disparate elements into a coherent and seamless customer experience

Scott Straughan, Head of Change Delivery, **formerly Stagecoach Group**



## The Future Of Change: Industry Benchmarking – Panel Discussion & Q&A

### 16.45 Future-Proof Your Organisational Change Strategies By Assessing The Potential Impact Of Upcoming Developments & Planning Ahead

- Gain key insights and inspirations from industry peers regarding the current state of organisational change and the most likely imminent developments
- The world of work is changing; what will organisational structures look like in the 2030s, and what change programmes are required to effectively get us to that point?
- The genie is out of the bottle; deep-dive into the fundamental impact of AI and automation, and how its continuing influence will shape the future of organisational change
- How will the unstable political environment, both nationally and internationally, affect organisational change in the coming years? How can organisations prepare and adapt?

Isabella Kew, Change Management Program Manager, **Amazon**



Sarah Fidment, Professor Of Leadership & Management & Head Of Department For People & Performance, **The Manchester Metropolitan University**



Scott Straughan, Head of Change Delivery, **formerly Stagecoach Group**



**17.15 Afternoon Chair's Closing Remarks & Close Of Conference**

Berenice Levenez, Director of Strategy, Transformation & Technology, **GirlGuiding**



***Many Thanks For Joining Us Today!***