Electrical Product Safety Conference 2019
Thursday 28th November
Church House, London

09.00 - 09.30 Registration and coffee

09.30 - 09.35 Chairs opening remarks
Linda McAuley, MBE, BBC Radio, On Your Behalf

09.35 - 09.45 Welcome from Electrical Safety First

09.45 - 10.00 Keynote address: Understanding human behaviour to effect change
How understanding human behaviour can lead to positive change. What behaviour can teach us about changing the way we integrate safety into the design, messaging, manufacture and sale of products

10.00 - 10.45 Consumer voices in electrical product safety
Current consumer behaviour; Why don’t people register? Why don’t they respond to recalls? Why do they misuse products ... and What else do we need to know?
Emma Drackford - Electrical Safety First, Judith Peacock - Dixons Carphone, plus more to be announced

10.45 - 11.15 Coffee break

11.15 - 11.45 Think like a consumer – Proactive product safety
Insights from the Office for Product Safety and Standards into current projects and anticipated outcomes
Wendy Middleton, Office for Product Safety and Standards

11.45 - 12.30 Connecting the consumer
A smart home is a safer home – isn’t it? How can we engage consumers and retailers in joined-up thinking to connect our products to fit our lifestyles and make homes safer?
Adam Williams, Lightwave_rf; Michiko Jo, DLA Piper

12.30 - 13.30 Lunch

13.30 - 13.40 Keynote address: Update on Brexit and overview of Office for Product Safety and Standards plans
Highlighting successes, priorities and challenges in the industry and for consumers
Kelly Tolhurst MP – Minister for Consumer Affairs and Small Business

13.40 - 14.20 Ask me Anything!
Industry experts in the spotlight – Time to get answers on what matters most to you. Ask the urgent questions or vote for your favourite to make sure it is asked
Will Creswell – OPSS, Colin Forrester – UL, Steve Curtler - Electrical Safety First, David Bolton - British Retail Consortium, plus more to be announced

14.20 - 14.45 Electrical Safety First Safety Innovation Awards
Announcement and fire-side chat with the Winner
Linda McAuley, MBE, BBC Radio Ulster, On Your Behalf

14.45 - 15.15 Coffee break

15.15 - 16.00 Effecting change – Putting theory into practice
How is industry reacting – hear about advances, success stories and innovative solutions brought about by putting the consumer at the heart of the product lifecycle
Penny Walsh - Electrical Safety First, Simon Long – Dyson, plus more to be announced

16.00 - 16.30 Keynote address: Looking to the future
What advances are being made across the globe? How can these innovations be used to protect consumers and work with their needs? What are the future challenges?
Rod Freeman, Cooley LLP

16.30 - 16.45 Chairs closing remarks

16.45 - 18.00 Drinks reception