

## **Electrical Product Safety Conference 2019**

Think Like a Consumer

*Behaviour-led Insights for Safer Products*

Thursday 28 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

*Eva Kolker - Behavioural Insights Team*

**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?

*Penny Walshe - Electrical Safety First, Judith Peacock - Dixons Carphone, Nick Roberts – Kantar*

**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, Alexis Nikolaou - John Lewis*

**12.30 - 13.30 Lunch**

**13.30 - 13.35 Summing up and what's to come**

*Martyn Allen - Electrical Safety First*

**13.35 - 14.25 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

*Emma Drackford - Electrical Safety First, Simon Long – Dyson, Speaker from UL*

**14.25 - 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 - 16.05 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

*Colin Forrester – UL, Steve Curtler - Electrical Safety First, David Bolton - British Retail Consortium, Jeremy Opperer - Exponent*

**16.05 - 16.35 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*

**16.35 - 16.45 Chairs closing remarks**

**16.45 - 18.00 Drinks reception**