

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

Martyn Allen, Technical Director, 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 & Luke Osbourne - ECA; Michiko Jo - DLA Piper, Martyn Allen – Electrical Safety First, 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, Sami Gabriel – Vodafone Group Services Limited

14.25 - 14.45 Electrical Safety First Safety Innovation Award

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 Closing remarks

Martyn Allen & Linda McAuley

16.45 - 18.00 Drinks reception