

29-30 JULY 2026

 EAST SUSSEX NATIONAL

CREATIVE LEADERS SUMMIT 

DELEGATE INFORMATION PACK



HEADLINE SPONSORS

Optima   **STERLING**
EVENT GROUP

ABOUT CN



29-30 JULY 2026

Conference News (CN) is where the events industry connects, learns and leads.

As a leading media and events brand for the UK MICE sector, CN brings together the people shaping the future of events through content, community and live experiences. Its network includes more than 100,000 professionals across agencies, corporates, associations and not-for-profits.



A digital-first platform, CN delivers daily news, insight and analysis alongside a portfolio of events that bring senior decision-makers together for meaningful conversations.



These include:

- CN Agency Awards
- CN Agency Leaders Summit
- CN Creative Leaders Summit
- CN 30underThirty
- CN Agency100 membership programme

What sets CN apart is its close relationship with the industry, ensuring its content and events reflect the real priorities and challenges facing event professionals today.



REGISTER FOR YOUR FREE SPACE

DRIVING EXCELLENCE FOR CREATIVE LEADERS



29-30 JULY 2026

To stay relevant in today's fast-moving events landscape, creative leaders need more than great ideas. They need the space to challenge thinking, exchange perspectives and refine how creativity delivers real impact. That is what the CN Creative Leaders Summit is designed to do.

Bringing together senior creatives from full-service event agencies, this exclusive, invite-only Summit is built for those shaping the future of live brand experiences.

Across two days, a curated programme of keynotes, case studies and peer discussions will explore how creative excellence translates into meaningful audience engagement, how agencies are responding to shifting client expectations, and how to balance bold ideas with commercial realities.

The summit creates an open environment for honest conversation and shared learning, giving you the chance to step away from day-to-day delivery, benchmark against peers and gain fresh perspective on where creative leadership is heading next.

With time for informal networking and deeper connection, this is a rare opportunity to come together and help shape the future of creative events.



THIS YEAR'S KEY THEMES



CREATIVE TOOLS & TECHNOLOGY



AGENCY-PARTNER RELATIONSHIPS
& COLLABORATION



THE PITCH PROCESS



IDEA SELECTION & DECISION-
MAKING



CREATIVITY MEETS OPERATIONAL
EXCELLENCE

REGISTER FOR YOUR FREE SPACE

WHAT YOU'LL TAKE AWAY



- A clearer perspective on how other creative leaders are approaching similar challenges
- Honest insight into what is working, what is not, and where the industry is heading
- New ways of thinking about leadership, creativity and commercial balance
- Practical ideas shaped by real-world experience, not theory

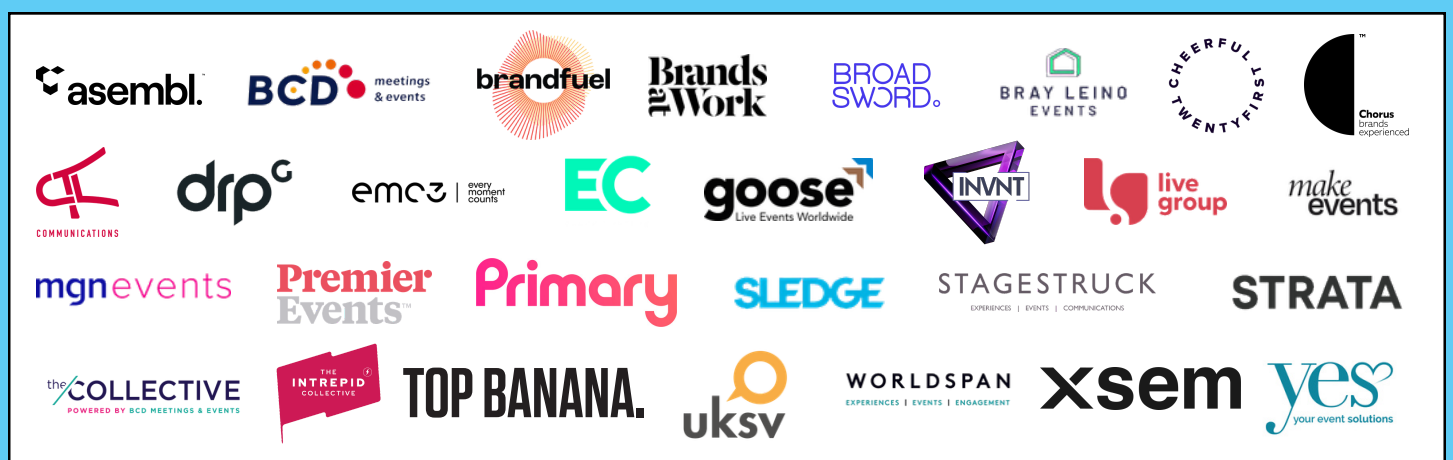
29-30 JULY 2026

WHAT YOU'LL EXPLORE

- Leading creative teams in demanding environments
- Evolving workflows and the role of AI in the creative process
- Articulating and defending ideas with clients and stakeholders
- Navigating complexity without losing clarity of vision
- Rethinking pitching, process and creative value
- The realities behind creative leadership, beyond the work itself
- Building client relationships that lead to better outcomes
- Aligning creative ambition with commercial expectations

WHO YOU'LL BE IN THE ROOM WITH

A curated group of senior creatives and production leaders from the UK's leading event agencies, all facing similar challenges and open to sharing honest perspectives.



REGISTER FOR YOUR FREE SPACE

2026 CONFERENCE PROGRAMME



KEY:



CONTENT SESSION



MEETING SESSION

29-30 JULY 2026

DAY ONE: 29 JULY 2026

9.45 - 10.55	REGISTRATION
10.55 - 11.00	WELCOME FROM CONFERENCE NEWS
11.00 - 11.35	<u>FIERY CHAT: THE PITCH IS STILL BROKEN, NOW WHAT?</u>
11.45 - 12.45	PRE-ARRANGED MEETINGS
12.50 - 13.40	LUNCH
13.45 - 14.20	<u>THE ART OF ENGINEERING EXCEPTIONAL EVENTS</u>
14.25 - 15.00	<u>RELATIONSHIPS THAT UNLOCK BETTER CREATIVITY</u>
15.10 - 16.10	PRE-ARRANGED MEETINGS
16.15 - 17.00	<u>THE REALITY TEST: HOW TO DECIDE WHICH IDEAS DESERVE TO BE BROUGHT TO LIFE</u>
17.00 - 18.30	ROOM CHECK-IN & FREE TIME
18.30 - 19.30	DRINKS RECEPTION
19.30 - 22.00	EVENING DINNER

DAY TWO: 30 JULY 2026

7.45 - 9.30	BREAKFAST
8.45 - 9.15	PRE-EVENT MORNING MEDITATION
9.45 - 10.20	<u>5 TOOLS EVERY CREATIVE LEADER SHOULD BE USING</u>
10.25 - 11.00	<u>ROUNDTABLES</u>
11.10 - 12.10	PRE-ARRANGED MEETINGS
12.15 - 12.50	<u>INSIDE THE CREATIVE DEPARTMENT: GAME SHOW EDITION</u>
12.50 - 13.00	CLOSING COMMENTS
13.00 - 13.30	WORKING LUNCH

REGISTER FOR YOUR FREE SPACE

SECURE YOUR SPACE AT THE EVENT



29-30 JULY 2026



Spaces are limited to ensure a focused, high-value experience. Register today and position yourself at the forefront of creative leadership in the events industry.

[REGISTER TO ATTEND HERE](#)

2026 HEADLINE SPONSORS



2026 CONTENT SPONSORS



2026 ENGAGEMENT SPONSORS

