

# WIRED Events.

2021 Calendar



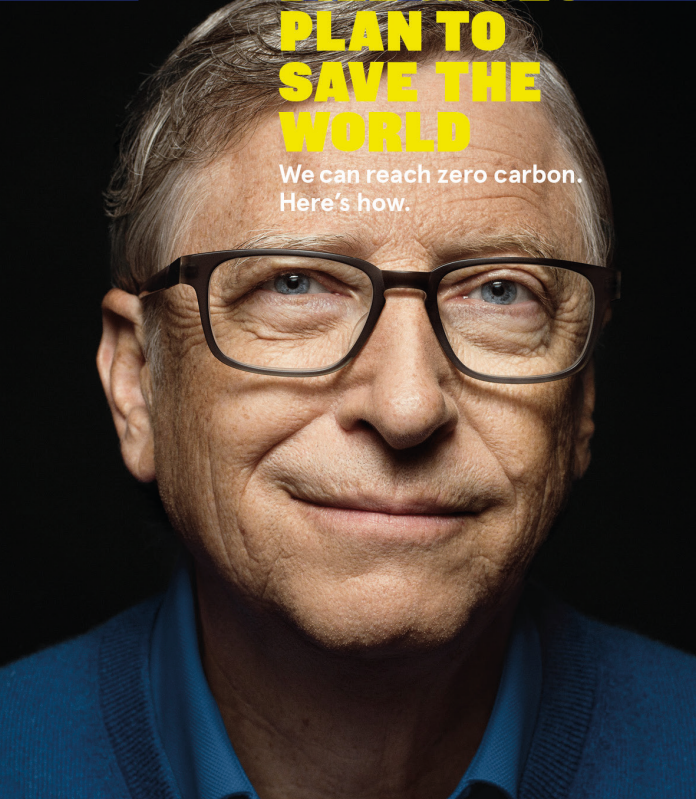
[events@wired.co.uk](mailto:events@wired.co.uk)  
[wired.uk/events](http://wired.uk/events)

Ideas  
Innovation  
Inspiration

# WIRED

## BILL GATES' PLAN TO SAVE THE WORLD

We can reach zero carbon. Here's how.



4.25M+  
Online users  
per month

700K  
Social following

95K+  
Podcast downloads  
per month

3.5M+  
Apple news readers  
per month

61 / 39%  
Male/Female  
Audience Ratio

### WHO WE ARE

As the world continues to evolve, we constantly question what's next: the trends, the big ideas and the people who are driving the transformation. Since its launch in 2009, WIRED UK is the only media brand whose mission is to map change and provide the information to navigate the future, as it happens.

### PLATFORMS

Situated across ten different platforms, WIRED UK is a pioneering thought-leadership authority for those interested in understanding the future. Its multi-platform approach includes the print magazine, website, video, podcast, consulting, in-person events and virtual briefings.

### AUDIENCE

WIRED UK not only talks about the future, but shapes it for its smart, intellectually curious and analytical global audience. As a result, its attendees are makers and changers; an influential tribe of tech-savvy and knowledge-hungry entrepreneurs and investors who are building the world of tomorrow.

IDEAS TECHNOLOGY DESIGN BUSINESS HEALTH SCIENCE SUSTAINABILITY

wired.uk/events



2021

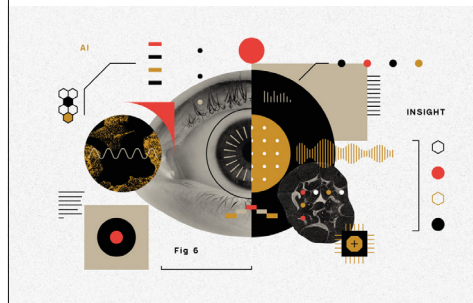
# WIRED Events.

MAY 7

## WIRED Pulse: Quantum WIRED Innovate.

SEP 22

## WIRED Health: Tech



NOV 23

## WIRED World2022.



MAR 31

## WIRED Health.

JUN 16

## WIRED Beauty. WIRED Luxury.



OCT 12-13

## WIRED Smarter. Money. WIRED Smarter. Retail. WIRED Smarter. Security.



wired.uk/events

2021

# WIRED Briefings.

MAR 16

**Ben Page**  
Chief Executive,  
Ipsos MORI



MAY 25

**Noreena Hertz**  
Economist and  
author of *The  
Lonely Century*



APR 22

**Carissa Véliz**  
Associate  
Professor in  
Philosophy,  
Institute for  
Ethics in AI at  
the University  
of Oxford

JUL 8

**Peter Smith**  
Author of *Bad  
Buying*; ex Head  
of Procurement  
for Natwest

FEB 10

**Shimona Mehta**  
Head of EMEA,  
Shopify



FEB 24

**Sana  
Khareghani**  
Deputy Director,  
Head Office  
for Artificial  
Intelligence,  
Office for  
Artificial  
Intelligence



JUN 21

**Christian Brose**  
Author of *The  
Kill Chain* and  
Chief Strategy  
Officer, Anduril





# WIRED Health

March 31, 2021  
A virtual conference



**WIRED Health highlights the most exciting, thought-provoking disruptors, scientists and practitioners making a positive change in the way we provide and access healthcare.**

Whether it is the co-discoverer of the Ebola virus or the 19-year-old entrepreneur using social media to detect Parkinson's disease earlier, the speakers at WIRED Health combine science and innovation to make the world healthier. Join us for an inspirational day featuring compelling talks, panels and the WIRED Health EY Startup Showcase.

#### **2021 SPEAKERS**

##### **INCLUDE:**

##### **Renowned geneticist**

George Church

##### **Infectious disease specialist**

Céline Gounder

##### **Economist**

Mariana Mazzucato

##### **Pixar Co-founder**

Ed Catmull

##### **Vaccine innovator**

Mei Mei Hu

**IDEAL FOR: Practitioners, scientists, researchers, academia and executives involved in the health, medical, digital health, drug discovery, pharmaceutical industries**

HEALTH DIGITAL HEALTH PHARMACEUTICAL SCIENCE VACCINATION MEDICINE

[wired.uk/health-event](https://wired.uk/health-event)

# WIRED Innovate.

May 7, 2021  
A virtual conference

**WIRED Innovate offers an engaging, top-level perspective on how disruptive technology and fast-changing industries – such as artificial intelligence, deep tech and health – are impacting the human experience.**

WIRED Innovate is a special 90-minute virtual event featuring the founder and co-founders of innovative companies from across technology, sustainability and design. Join us for this live and inspirational broadcast, editorially curated by WIRED and a part of ViennaUP '21, a festival dedicated to celebrating startups.

#### **FEATURING:**

##### **Top-level talks**

from founders and co-founders of compelling startups

##### **ViennaUP '21**

Startup Panel

##### **Live Q&A**

available with speakers

##### **Dedicated**

##### **attendee portal**

for easy viewing and access

**IDEAL FOR: Founders and co-founders, entrepreneurs, students, enthusiasts and executives interested in hearing about the future of the world (ages 16+ welcome).**



STARTUPS TECHNOLOGY INNOVATION COMMUNITY DISRUPTION SUSTAINABILITY

May 7, 2021  
A virtual conference



QUANTUM COMPUTING   PHYSICS   ENGINEERING   DIGITAL   SCIENCE   ALGORITHM

[wired.uk/events](https://wired.uk/events)

**WIRED Pulse: Quantum** breaks down the complex topic of quantum computing through a series of top-level talks designed for a wider audience and as a way to start conversations about the technology changing the way we live.

Quantum computing could change the world. It could transform medicine, break encryption and revolutionise communications and artificial intelligence. WIRED Pulse: Quantum focuses on the impact of quantum computing on society, giving the audience a pulse on the technology and its applications. Join us for this 90-minute episode, hosted by WIRED Senior Editor Amit Katwala.

**IDEAL FOR:** Science and technology enthusiasts, students and consultants interested in gaining a top-level view of quantum computing and its applications

**PAST WIRED COVERAGE:**

**Nu Quantum CEO and Founder**

Carmen Palacios-Berraquero

**Physicist**

Clifford Johnson (photo)

**Founder of Strangeworks**

William Hurley

**Google chief scientist**

Sergio Boixo

**IBM Research Europe**

**head of science**

**and technology**

Heike Riel

**WIRED**  
**Pulse:** *Quantum*



# WIRED Beauty.

June 16, 2021  
A virtual conference

**WIRED Beauty explores the trends, innovations and technologies behind some of the most fascinating disruptors in the beauty industry.**

With research and science at the centre of the beauty industry, it's no surprise that many of the most inventive and eye-catching trends have been inspired by an innovative beauty product. New for 2021, the 90-minute WIRED Beauty episode examines five exciting business trends, technologies and individuals paving the way for the future of beauty.

**IDEAL FOR: Founders and co-founders, product developers, spa owners, scientists, researchers, PR specialists, consultants and executives interested in the beauty business**

## PAST WIRED COVERAGE:

### Founder of Nudemeter

Atima Lui

### Founder of BeautyPie

Marcia Kilgore

### Founder of Glossier

Emily Weiss

### Founder of BeautyStack

Sharmadean Reid

### Global Vice President of L'Oreal Technology Incubator

Guive Balooch



BEAUTY HAIRCARE SKINCARE ARTIFICIAL INTELLIGENCE ECOMMERCE DISRUPTION





**WIRED Luxury**  
examines the evolution  
of the luxury retail  
sector and the way  
companies are using  
technology and  
innovation to propel  
their brands into the  
digital age.

The luxury space has  
seen an extraordinary  
acceleration in  
growth in the past  
year despite the  
coronavirus pandemic.  
WIRED Luxury explores  
the future of luxury  
retail, the opportunity  
in eCommerce and  
investigates how  
brands can adapt their  
businesses in a  
post-Covid-19 world.  
This virtual conference  
runs as a two-  
episode broadcast.

**PAST WIRED COVERAGE:**

**Sustainable fashion icon**  
Stella McCartney

**YOOX and  
NET-A-PORTER Group**  
chairman and CEO  
Federico Marchetti  
(Pictured)

**Farfetch.Store**  
of the Future  
Executive VP  
Sandrine Deveaux

**LVMH Chief**  
digital officer  
Ian Rogers

**IDEAL FOR: Brand, communications and PR professionals,  
eCommerce, retail and digital executives, consultants and  
executives interested in the future of luxury**

June 16, 2021  
A virtual conference

**WIRED Health: Tech**  
showcases some  
of the most compelling  
technological  
advances driving the  
future of patient care.

WIRED Health:Tech returns with a new programme featuring 12 more fascinating disruptors in health and medicine who are combining science and technology to improve the way we provide care for and access patients. These discussions come at a pivotal time for the industry, as the demand for remote friendly surgical systems, self-tracking software and innovative drug discovery continue to grow.

**IDEAL FOR: Practitioners, scientists, researchers, academia  
and executives involved in the health, medical,  
digital health, drug discovery, pharmaceutical industries**

**PAST WIRED HEALTH:TECH**  
**SPEAKERS INCLUDE:**

**CRISPR technology**  
**co-inventor and**  
**Nobel Prize winner,**  
Jennifer Doudna  
**Scripps Research**  
**Translational Institute**  
**Founder** Eric Topol

**Global Public Health**  
**advisor** Devi Sridhar

**Moderna Chief Medical Officer Tal Zaks**

**BioNTech CEO**  
Ugur Sahin

September 22, 2021  
A virtual conference



HEALTH   SCIENCE   DIGITAL HEALTH   ROBOTICS   MEDICINE   TECHNOLOGY

The logo for WIRED Health:Tech. It features the word "WIRED" in a small, white, sans-serif font inside a black rectangular box. Below this, the word "Health:" is written in a large, bold, black sans-serif font, and "Tech" is written in a black, cursive script font. The entire logo is set against a solid black background.

**wired.uk/health-tech**



October 12, 2021  
A hybrid conference



**WIRED Retail explores the evolving trends in the retail industry and the future of retail in a post-Covid-19 world.**

Pictured: Kresse Wesling MBE, Co-founder and Director, Elvis & Kresse

WIRED Retail, as part of WIRED Smarter, will bring together experts from retail giants, big brands, leading technology firms and startups to uncover the trends shaping the future of retail and eCommerce, and to showcase the smart technologies successfully engaging the fast-evolving customer.

**PAST WIRED RETAIL SPEAKERS INCLUDE:**

**IKEA Chief digital officer**  
Barbara Martin Coppola

**Levi's Vice President, Global Product Innovation**  
Paul Dillinger,

**Jumia Nigeria Chairwoman**  
Juliet Anammah

**IDEAL FOR: Senior decision-makers working in retail, supply chain, shipping, logistics, production, branding, financial planning, procurement, payments and digital technology.**

# **WIRED Smarter.** **Retail.**

RETAIL ECOMMERCE CONSUMER SHOPPING DISRUPTION MACHINE LEARNING

[wired.uk/smarter](https://wired.uk/smarter)

# WIRED Smarter. Money.

October 13, 2021  
A virtual conference

**WIRED Money brings together innovators, disruptors and leaders who will share their insights on the upcoming trends in finance and banking that are shaping the future of money.**

WIRED Money, as part of WIRED Smarter, explores the fascinating intersection of finance and technology in a digital world. Meet the compelling founders and co-founders of digital banks, paytech and insurance startups that are disrupting the financial services industry and building innovative, customer-focused businesses.

**IDEAL FOR: Founders and co-founders, senior decision-makers working in fintech, banking, finance, financial planning, procurement, payments and digital technology**

## PAST WIRED MONEY

### SPEAKERS INCLUDE:

**Starling Bank**  
**CEO and Founder,**  
Anne Boden

**GoCardless**  
**Co-founder**  
Hiroki Takeuchi

**Peanut Founder**  
Michelle Kennedy  
(Pictured)

**Klarna Co-founder**  
Sebastian Siemiatkowski



FINTECH BLOCKCHAIN BITCOIN DIGITAL BANKING PAYMENTS CRYPTOCURRENCY



October 12-13, 2021  
A hybrid conference



**WIRED Security will explore the latest innovations, trends and threats in enterprise defence, international intelligence and cybersecurity.**

A part of WIRED Smarter, WIRED Security will offer a series of top-level talks uncovering the latest trends in security. Hear how companies are tapping into the hacker mindset, using AI for predictive purposes and experimenting with approaches in cybersecurity technology to protect their infrastructure and data.

**PAST WIRED SECURITY SPEAKERS INCLUDE:**

- Nominet Chief Information Security Officer**  
Cath Goulding
- Tessian Co-founder**  
Ed Bishop
- VChain Technology CEO**  
Irra Ariella Khi (Pictured)
- CrowdStrike Co-founder and CTO**  
Dmitri Alperovitch
- Trust expert**  
Rachel Botsman

**IDEAL FOR: Digital and technology experts, policymakers, white-hat hackers, regulators, security software specialists, data brokers and cryptographers.**

CYBERSECURITY   ARTIFICIAL INTELLIGENCE   FRAUD DETECTION   DATA   HACKER

wired.uk/smarter

# **WIRED Smarter.** **Security.**

# WIRED World2022.

November 23, 2021  
London, UK, Evening reception

**WIRED World 2022 is an unmissable briefing on the ideas, trends, technologies, people and companies that will shape the coming year.**

Pictured: Mariana Mazzucato, UCL Professor in the Economics of Innovation and Public Value

In celebration of the publication of WIRED WORLD 2022, an annual trend report that covers a broad range of topics across science, arts, politics, medicine, culture and environment, WIRED will host an exclusive evening networking reception featuring three of this year's contributors.

**IDEAL FOR: All WIRED readers and business enthusiasts will enjoy this exclusive reception**

## PAST WIRED COVERAGE:

**Amazon Chief Technology Officer**  
Werner Vogels

**Dame Ellen Patricia MacArthur DBE**

**Former principal Research Scientist at Apple and head of Google China**  
Bill Kai Fu

**Facebook COO**  
Sheryl Sandberg



BUSINESS INNOVATION TRENDS DESIGN FUTURE BRIEFINGS INSIGHTS



# WIRED Briefings.

Ongoing  
Virtual



WIRED Briefings are editorially-curated, high-level discussions with compelling speakers on a key topic or theme – and produced for a digital audience.

Pictured: Helen Tupper and Sarah Ellis, The Squiggly Career

Designed as an extension of WIRED's long-running live conference portfolio, WIRED Briefings reflect the same high calibre of speakers and programming featured at a WIRED event. WIRED Briefings bring that same digestible, memorable content to an online platform – breaking travel and location boundaries – and making it accessible to a new audience around the world.

#### PAST WIRED BRIEFING COVERAGE INCLUDES:

##### **Shopify**

##### **Head of EMEA**

Shimona Mehta

##### **Improbable**

##### **Co-founder and CEO**

Herman Narula

##### ***Deepfakes and the Infocalypse* Author**

Nina Schick

##### **Surgeon and futurist**

Shafi Ahmed

##### **AI scientist**

Kate Kallot

**IDEAL FOR: Founders and co-founders, senior decision-makers, disruptors, innovators, digital technologists, investors, entrepreneurs, students, enthusiasts and executives.**

TECHNOLOGY   DISRUPTION   INNOVATION   ARTIFICIAL INTELLIGENCE   SCIENTIFIC

[wired.uk/virtualbriefings](https://wired.uk/virtualbriefings)



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Pictured: Julia Shaw,  
Clinical psychologist  
and author

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