



Presented by Kent Business College

Project Control Professional Level 6 & APM Level 4**REMIX 1 & 2****DATE**

Friday, 2 October 2026

VENUE

The Cumberland, 1 Great Cumberland Place, London W1H 7DL

AGENDA**09:00 - 10:00 Registration & Welcome Coffee****SESSION 1****10:00 - 11:00****Emily Cooke****The Practical Side of Project Controls Delivery**

Effective project controls turn accurate plans and data into clear insight, enabling better decisions, risk response, accountability, collaboration and outcomes.

SESSION 2**11:00 - 12:00****Stephen Jenner****Realising Benefits: Problems, Causes and Solutions**

Most organisations struggle to realise the benefits their projects and programmes are established to deliver. Explore the root causes of this failure and the key solutions, with examples from around the world.

BREAK**12:00 - 12:15****Morning Coffee Break****INDUSTRY****12:15 - 12:45****Dawn Rossell****Controls & Skills Authority (C&SA)**

A membership body for project control professionals.

12:45 - 13:30**LEARNER RECOGNITION & AWARDS**Star Apprentice | Star Tutor | Star Coach
Group Photograph**LUNCH****13:30 - 14:30****Lunch & Networking****SESSION 3****14:30 - 15:15****Steve Wake****EV or Not EV? That Is the Question**

An introduction and overview of the principles and reasons for using Earned Value Management. Explore key insights and practical tips drawn from extensive experience.

SESSION 4**15:15 - 16:00****Amgad Badewi****Author Spotlight: Project Control in Transformational Projects****BREAK****16:00 - 16:15****Afternoon Refreshment Break****SESSION 5****16:15 - 17:00****Andrew Millington****The Zero Authority Paradox**

Leadership in complex organisations, culture and political awareness. How to navigate complex structures, build a network and overcome resistance to change.

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Marketing Programmes Levels 4 & 6

THE ARENA

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VENUE

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AGENDA

09:00 - 10:00 Registration & Welcome Coffee

SESSION 1

10:00 -
11:00

Femi Falodun

Reporting Marketing & Communications Impact

Effective reporting connects marketing and communications activity to meaningful outcomes, clearly demonstrating value, impact and insights that support business decisions.

SESSION 2

11:00 -
12:00

Crispin Reed

More Than a Label: How Marketing Shapes What We See - and What We Believe

How stereotypes, assumptions and the stories we tell influence marketing decisions. Look beyond labels, challenge established narratives and uncover fresh opportunities for growth.

BREAK

12:00 - 12:15

Morning Coffee Break

GUESTS

12:15 -
12:45

Aimee Rippon & Andy Fletcher

Benenden Health

12:45 - 13:30

LEARNER RECOGNITION & AWARDS

Star Apprentice | Star Tutor | Star Coach
Group Photograph

LUNCH

13:30 - 14:30

Lunch & Networking

SESSION 3

14:30 -
15:15

Juliane Thieme

The Power of the Marketing Brief: How Better Questions Lead to Better Marketing

How better questions create stronger marketing briefs. Explore how clearer briefs lead to better marketing decisions and outcomes.

SESSION 4

15:15 -
16:00

Charl Sevel

Redefining Business in the Age of AI: Seven Dimensions

Exploring seven ways AI is reshaping business, decision-making and competitive advantage.

BREAK

16:00 - 16:15

Afternoon Refreshment Break

SESSION 5

16:15 -
17:00

Julia Bysshe

Barking Up the Wrong Tree: The Use and Abuse of Data in Marketing

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Employer Lounge

STUDIO 1

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AGENDA

09:00 - 10:00 Registration & Welcome Coffee

SESSION 1

10:00 - 12:00

From Training to Business Impact: Maximising the Value of Apprenticeships

How organisations can turn apprenticeship learning into practical workplace improvements, stronger performance and long-term business value.

BREAK

12:00 - 12:15

Morning Coffee Break

12:45 - 13:30

LEARNER RECOGNITION & AWARDS

Star Apprentice | Star Tutor | Star Coach
Group Photograph

LUNCH

13:30 - 14:30

Lunch & Networking

EMPLOYER LOUNGE FOCUS

**Practical workplace
improvements**

Stronger performance

Long-term business value

From the featured session on maximising the value of apprenticeships

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