



Annual Conference

Friday 13th November 2026

South of England Showground



08:30 ● Registration with tea & coffee

08:30 ● **Tour of the Showground**

09:15 ● Conference Opening & Welcome - Corrie Ince, ASAO Chairman

09:25 ● **Keynote Speaker: Cindy Hoyer, Indiana State Fair**
Running Large Scale Events in a Changing World

FIXR

10:25 ● **Headline Sponsor Intro** - TICKETsrv & Tickets by Showing Scene

10:35 ● **Panel Discussion 1: Financial Safeguarding; Protecting our Charitable Organisations** - Panel to be confirmed.

11:10 ● Refreshments and time to visit Trade Stands

ENGAGE
The award-winning event management platform
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11:40 ● **Syndicate Session 1**

MIDLAND
MEMA
ENTERTAINMENT

12:40 ● **Paper 1: Martyn's Law**
The Home Office

13:15 ● Buffet lunch and time to visit Trade Stands

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**HEADLINE
SPONSORS:**

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TICKETS
by Showing Scene

14:15 ● Afternoon Welcome – Mared Rand Jones, ASAO Vice Chairman

14:20 ● **Panel Discussion 2: Licencing Essentials for Modern Shows –**
Panel to be confirmed.

15:05 ● **Paper 2: Getting the Best out of your Team**
Lizzie Herron, The Equestrian Leadership Consultancy



15:45 ● Refreshments and time to visit Trade Stands



16:15 ● **Panel Discussion 3: Extreme Weather & Animal Welfare; Building Resilient Shows –** Panel to be confirmed.

17:00 ● Summary & Close – Mared Rand Jones, ASAO Vice Chairman

Holiday Inn, Gatwick

19:00 ● **Drinks Reception**

19:30 ● **Conference Dinner**
Table wine kindly sponsored by:



21:30 ● **Evening Entertainment**



Saturday 14th November 2026

South of England Showground

08:30 ● Registration with tea & coffee

09:00 ● Conference Opening & Welcome – Corrie Ince, ASAO Chairman

09:05 ● **Paper 3: Industry Update**
Jenna Payne, ASAO CEO

09:35 ● **Keynote Speaker: Cindy Hoyer, Indiana State Fair**
Storytelling in the Agricultural Sector



10:30 ● **Syndicate Session 2**, including a chairman and trustee syndicate



11:30 ● Refreshments and time to visit Trade Stands



12:30 ● **Table Top Exercise: Strengthening Show Safety**
Kevin Instance, ASAO Health & Safety Officer

13:00 ● Buffet lunch and time to visit Trade Stands



14:00 ● Afternoon Welcome – Mared Rand Jones, ASAO Vice Chairman

14:05 ● **Syndicate Session 3**



15:05 ● **Paper 4: Working Smarter: Using AI to Save Time in the Show Office** – Rhea Alton, JP&R Ltd & Shropshire County Show

15:50 ● Conference Summary – Corrie Ince, ASAO Chairman

16:00 ● Conference Close & Depart

Supporting sponsors:



Transport

If you're travelling by public transport, we can help with transfers between the hotel and the showground. Please let us know if you would find this useful.

First time attendee?

We understand that attending a conference for the first time can feel a little daunting, and we're here to make the experience as easy and enjoyable as possible. If this will be your first visit, please let us know; we can offer a range of support, including pairing you with other first-time attendees.

Accessibility & Support Needs

We want everyone to feel comfortable and supported during the conference. If you have any specific requirements, such as accessibility or hearing support, please let us know so we can make suitable arrangements for you.

Please contact jenna@asao.co.uk or 07902 744318 to discuss any of the above.