



## Programme

- 10.15 Welcome from Chairman – **Ben Briggs, Farmers Guardian**  
Connectivity at the Heart of Rural Growth
- 10.20 **Mark Bridgeman, CLA Deputy President** on the role digital connectivity will play in the future of the rural economy and how policy can support its roll out.
- 10.40 Transforming the Farming Supply Chain – **Ben Pugh, managing director of Farmdrop** on how digital connectivity is revolutionising the food supply chain and how digital marketing is changing how consumers engage with brands.
- 11:00 Digital Connectivity and Transformation in land management – **Dr Sachin Shende, chief executive officer of crop intelligence platform KisanHub** on digital transformation and how it is changing farming and land management
- 11.15 Questions to opening speakers
- 11.30 Coffee

## The Rural Digital Innovators

- 12.00 The Connected Farm – **Keith Norman, technical director at Velcourt** on how this farm contracting business is embracing data and technology to improve performance across their business.
- 12.20 Smart Estate Management – **Mark Coombs, estate manager, Brudenell Estates** on how digital tools are creating new opportunities for managing a complex property business in a traditional estate.
- 12.40 Building your Digital Brand – **Jonathan Fish, marketing manager at Chatsworth Estate** on how traditional estates are using digital communications to build their brand, create engagement, promote customer loyalty and drive business performance.
- 13.00 Discussion
- 13.15 Lunch

## **How to Make It Happen**

14.15

### **Stream 1 – Digital Marketing**

Jonathan Fish – Chatsworth Estate

Sarah Callander-Beckett – Combermere Abbey

Digital Platform Expert – Cottages.com (TBC)

Ben Pugh – Farmdrop

Chair – Mark Bridgeman

### **Stream 2 – Farm and Estate Management**

Tim Hopkin – the Land App, a land management mapping platform

Dan Jolly – Yagro, a farm input buying platform

Keith Norman – Technical Director at Velcourt

Chair – Ben Briggs

### **Stream 3 – Community Engagement**

CLA North's Libby Bateman on getting what you need from infrastructure providers

Gigaclear speaker - tbc

Chair – CLA Senior Rural Business Adviser Dr Charles Trotman,

15.30            Keynote Address – **Margot James MP – Minister of State Department for Digital Culture, Media and Sport**

16.00            Final remarks

Supported by:

**Gigaclear**



The Land App