

MY BIG FAIL

(AND THE LESSONS LEARNED)

Leadership, charity,
comedy... a unique event to
embrace the lessons of failure,
support great causes and have
a laugh after a long year!

Wednesday 7th December

**The Comedy Store
Leicester Square, London
10.30am - 3.15pm**



In partnership with



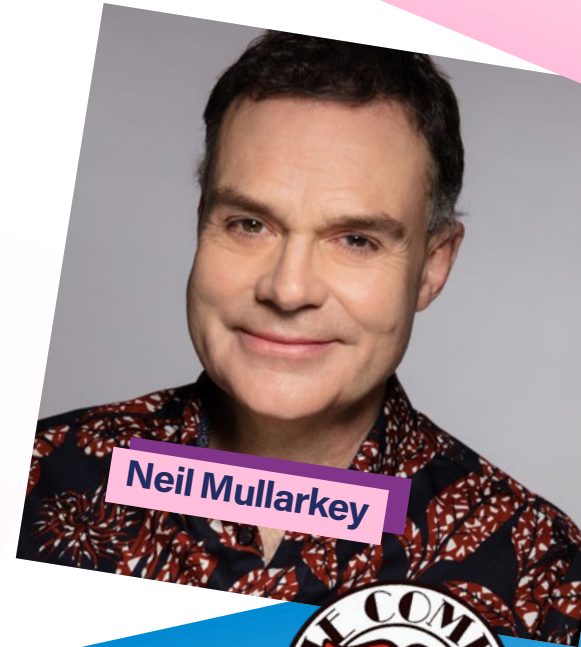
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“After a very uneventful year where TBH very little of interest has happened with sound, stable Government, positive economic forecasts and the best summer ever we felt it appropriate to shake things up a bit and get us out of our comfort zone. I mean it’s so boring when everything is just ticking along nicely so time for a little disruption!”

For one day only, Comedy Store Players founder Neil Mullarkey and Ian Wright CEO, Disruptive Innovators Network will be hosting a most magnificent day of failure, with all profits from the day going to help a range of charities and social enterprises we support.

My Big Fail is a day for leaders to come together to hear from those brave enough to come up onto the iconic stage and share their biggest fail with the audience but more importantly what were the lessons they learned.



Neil Mullarkey



From a business perspective we might see these as failures but is it not the case that we learn more from our failures than our successes?

If that is the case, then this takeover of London’s famous Comedy Store is going to be a failures dream.

We have assembled a brilliant cast of leaders all of whom have a story to tell including:

Dr Samuel West

Founder of the Museum of Failure *and a Swede who didn't like the cold so he moved to Spain!*

Oke Eleazu

CEO, Many Pets and former Exec Director, Sainsbury's *although not sure I'd let him stack my shelves.*

Craig Fenton

Managing Director, Strategy and Operations, Google UK

Karen Lynch

Former CEO, Belu Water and Founder Expert Impact, *A whirlwind of kinetic energy all necessary to power her bubble perm.*

Sam Coniff

Author Be More Pirate and Founder of the Uncertainty Experts – *He's started so many businesses in so many places you'd think he was in witness protection he's so hard to nail down.*

Avril Chester

CTO, Royal Pharmaceutical Society and founder Cancer Central, *Award winning entrepreneur and Top 100 women in tech.*

Liam Black

Chair, The Conduit Club and former CEO, Jamie's Fifteen *(and that ended well).*

Will Butler Adams

OBE, CEO, Brompton Bicycles, *One of the nicest people on two wheels and the inventor of the F@#k it Fund.*

Maff Potts

Founder, Camerados, *multi talented musician, homeless czar who never leaves home without a spoon.*

The day will be fast paced with a mixture of fireside chats, failure panels and being the comedy store some impromptu audience participation (if you have a failure story to tell!)



Sam Coniff



Karen Lynch



Oke Eleazu



Liam Black



Sam West



Avril Chester



Maff Potts

Raising funds for charities and social enterprises

beam

CAMERADOS

The Pret Foundation*

CHANGE
Please

Homeful



Homes
For Good
(Scotland) CIC

Cancer
Central

Who should attend?

Anyone at any stage of their leadership journey will benefit from attending this day. Whether you are a current Chief Executive or want to be one in 30 years' time we promise you an unrivalled day of learning, fun and of course some on the day failures. All in aid of some of the best social impact organisations working to solve some of society's most challenging problems.

Entrance fee

For individuals, please pay what you like but remember this is all for a good cause! If you need a guide price how about £20 a ticket.

**£99 + VAT for corporate bookings
if your business is going to pay for you
to attend.**

Book Here

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