



Natural Hydration Council Conference
28th October 2015
Hydration for Life: Can we do more?

Conference Agenda:

0900 **Arrival; registration & refreshments**

0930 **Welcome from NHC Chairman**

0935 **Conference introduction from Liz Margree, conference facilitator**

0940 ***Consumer Behaviour and Drivers in the Area of Health***

- Bottled water the consumer journey: Presentation by Giles Quick, Director, Kantar Worldpanel
- Questions and answers facilitated by Liz Margree

1025 **Panel discussion: *Why is hydration important for life, health and well-being?***

- Panel discussion drawing on different medical and health disciplines and areas of expertise.
 - Dr Emma Derbyshire from Nutritional Insight (*Hydration for pregnancy, early life and childhood*)
 - Dr Rekha Elaswarapu from The Good Governance Institute; ILC-UK and Age UK Ealing (*Hydration for the elderly*)
 - Professor Paul Gately from Leeds Beckett University (*Hydration for young adults*)
 - Professor Tom Sanders from King's College London (*Hydration and kidney health*)
- Panel discussion facilitated by Tam Fry from National Obesity Forum

1140 Refreshments

1155 ***How are we promoting healthy hydration? Can we do more?***

- Presentation by
 - Kinvara Carey, General Manager, Natural Hydration Council
 - James Pearson, Managing Director, Danone Waters UK
- Questions and answers facilitated by Liz Margree

1240 Lunch



- 1330 **Key note: *Water for Life: Drink Up Campaign in the USA***
- Presentation by Drew Nannis, Chief Marketing Officer, Partnership for a Healthier America
 - Questions and answers facilitated by Liz Margree
- 1420 **New research: *Can drinking water before main meals help with weight loss?***
- Presentation by Dr Helen Parretti from University of Birmingham
 - Questions & answers facilitated by Tam Fry
- 1450 Refreshments
- 1500 ***The Optimised Self***
- Presentation by Peter Firth from The Future Laboratory
 - Questions and answers facilitated by Liz Margree
- 1550 ***Water for Life: Water in the Environment***
- Presentation by Tony Juniper
 - Questions and answers facilitated by Liz Margree
- 1635 **Closing remarks and thanks from NHC**
- 1640 **Conference close**