

Personalise your agenda

Choose your sessions: Select one option in each time block.

N.B. some sessions are invitation-only.

Select at least one time block to explore the curated supplier marketplace of 85+ companies, where you can discover what's new and make valuable connections with leading providers.

Sign up and book your sessions here

[Book your sessions](#)

Agenda

08:15-09:10 Registration, breakfast and meet the exhibitors
Explore the curated supplier marketplace to discover what's new and keep on top of the latest industry thinking.

08:25-09:10

Invite only Breakfast workshops (Upper level)

Workshop

Room: Affiliation Hub 1
Global strategy, local relevance: How multinational organisations are making their global benefits dreams come true
Hosted by Benifex

Workshop

Room: Affiliation Hub 2
Revolutionising benefits communication: Harnessing benefits technology for personalised impact
Hosted by Gallagher

Workshop

Room: Affiliation Hub 3
Tackling the cost and complexity of delivering whole of workforce health benefits
Hosted by Simplyhealth

Workshop

Room: Connection Boardroom
How multinational benefits leaders can harness AI to transform global benefits strategies
Hosted by Origin

Opening keynote 1

09:15-10:05 Room: Enterprise Hall (Lower level)

Opening keynote talk

The 150-year life: Join Professor Hannah Fry, Mathematician, Broadcaster and best-selling author to explore how ever-increasing longevity will rewrite work, life and society

With breakthroughs in epigenetics, AI-driven healthcare and age-defying innovations, we are edging closer to a world where living for 150 years is becoming a reality. But what does this mean for the workplace, the economy and society? Join Hannah as she challenges conventional thinking and explores the impact of these profound shifts ahead.

- How epigenetics and cutting-edge health tech are extending lifespans and rewriting the rules of ageing
- Why social, environmental and economic factors may be just as crucial as genetics in predicting life longevity
- The 100-year career: how AI and automation will reshape the future of work
- What a 150-year lifespan means for healthcare, pensions, urban planning and human relationships

Professor Hannah Fry, Mathematician, Broadcaster, best-selling author and Professor of the Public Understanding of Mathematics at the University of Cambridge

Keynote sponsored by  **Benifex**
A Zellis Company

Opening keynote 2

09:15-10:05 Room: Partnership Forum (Upper level)

Opening keynote talk

Join Shruti Singh, Senior Economist at the OECD on designing a people risk strategy to build workforce resilience and futureproof business success

The global workforce is undergoing a profound transformation, driven by advances in AI, demographic shifts, and the evolving nature of work. With an ageing population and a multigenerational workforce becoming the new normal, businesses must adapt to thrive in this era of change. Join OECD senior economist, Shruti Singh to explore why age-inclusive and multigenerational workplace strategies are critical to securing future success and navigating the challenges of a transitioning labour force.

- Changing workforce demographics: What this means for HR and business strategy planning today
- The impact of an ageing workforce at the macro level: implications for economic growth, talent availability and how it will shape future workplaces
- Debunking the stereotypes: building a compelling business case for retaining the talents of the older workforce
- Designing policies, practices and benefits to offset potential challenges of an ageing workforce while engaging and empowering older workers
- Steps to future-readiness: actionable insights and approaches

Shruti Singh, Senior Economist, Skills and Employment Division, OECD
Keynote sponsored by

 **HOWDEN**  **BARNETT WADDINGHAM**
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10:05 Visit the exhibition and coffee break

Explore the mix of established big-name suppliers and fresh new innovators spread over two floors of exhibition space - discover the latest solutions across physical, mental, social, and financial wellbeing.



10:40 Topical breakout sessions: Hear from industry experts providing actionable advice and insight. Streamed panels, speaker sessions, masterclasses, demos and workshops will run throughout the day.			
Option 1 10:40-11:05 Room: Enterprise Hall 1 (Lower) Maximising the potential of a multigenerational workforce David Collington, <i>Partner, Head of Benefit Consulting, Barnett Waddingham</i>	Option 2 10:40-11:05 Room: Interact Hub (Lower) Building a financially resilient and productive workforce Sarah Long, <i>Head of New Business, WEALTH at Work</i>	Option 3 10:40-11:05 Room: Enterprise Hall 2 (Lower) Using data to anticipate health risks in your workforce, manage risks to your business and drive smarter decisions David Guy, <i>Strategic Health Broking Lead, Aon</i>	Option 4 10:40-11:05 Room: Synergy Hub 1&2 (Lower) Preventative health and wellbeing through tech-enabled benefits for multinational organisations Iain Clack, <i>Commercial Director - Darwin, Mercer Marsh Benefits</i> Ting Lye, <i>Global Propositions Leader, Digital, Mercer Marsh Benefits</i>
Option 5 10:40-11:05 Room: Partnership Forum 2&3 (Upper) Inside the mind of a CEO: How CEOs evaluate and measure return on wellbeing investments Luke Bullen, <i>VP, Head of UK and Ireland, Wellhub</i>	Option 6 10:40-11:05 Room: Affiliation Hub 1&2 (Upper) Getting ahead of mental health risks: the intersection of mental health with life stages, ages and gender Shamira Graham, <i>Chief Commercial Officer, Onebright</i>	Innovation Demo Option 7 10:40-11:05 Room: Partnership Forum 1 (Upper) Modernising flexible benefits: Why traditional flex platforms are no longer serving you, and how to fix them Hosted by Heka	Option 8 10:40-11:05 Visit Exhibition Make time to visit the exhibition (over two floors) and discover the latest products and services available as part of a bespoke benefits offering.
11:15 Topical breakout sessions: Hear from industry experts providing actionable advice and insight. Streamed panels, speaker sessions, masterclasses, demos and workshops will run throughout the day.			
Masterclass Option 1 11:15-12:00 Room: Enterprise Hall 1 (Lower) From theory to practice: the secrets to harnessing data for maximum impact Matthew Gregson, <i>Executive Director, Howden Employee Benefits</i> Rachel Kneen, <i>Reward and Wellbeing Director UK&I, Experian</i>	Panel Option 2 11:15-12:00 Room: Interact Hub (Lower) How generational, cultural and digital shifts are reframing financial wellbeing and employee behaviours Moderator: Jo Gallacher, <i>Content Director, REBA</i> Laura Stewart Smith, <i>Head of Pensions Engagement, Aviva</i> Ross Matthews, <i>Director, Pensions, UK & Europe, Centrica</i> Indy Sangha, <i>Senior Rewards Change Manager, British Airways</i>	Masterclass Option 3 11:15-11:55 Room: Enterprise Hall 2 (Lower) Exclusive launch of the 2025 Health and Wellbeing research: Leveraging digital innovation to improve the employee experience and drive better health outcomes Sarah Goodwin, <i>Head of Strategy, AXA Health UK</i> Francesca Bennett, <i>Wellbeing Proposition Lead, AXA Health UK</i>	Masterclass Option 4 11:15-11:55 Room: Synergy Hub 1&2 (Lower) Closing the healthcare gap: Tackling access and affordability in employer-funded health benefits Jo Berriman, <i>Principal Consultant - Workplace Health, Mercer Marsh Benefits</i> Chris Bolton, <i>Growth Leader, Mercer Marsh Benefits</i>
Masterclass Option 5 11:15-11:55 Room: Partnership Forum 2&3 (Upper) Workplace wellbeing: The billion-dollar business advantage - How Bupa prioritised wellbeing and transformed corporate performance Gethin Nadin, <i>Chief Innovation Officer, Benifex</i> Sheryl Lee, <i>People Experience and Operations Director, Bupa Global, India & UK</i>	Panel Option 6 11:15-12:00 Room: Affiliation Hub 1&2 (Upper) Managing and mitigating the increasing costs of new pay legislation and regulatory change Moderator: Debi O'Donovan, <i>Founder and Director, REBA</i> Natalie Bertelsen-Macey, <i>Head of Pay and Reward, McCarthy and Stone</i> Juan Novoa, <i>Director of Consulting, 3R Strategy</i> Ben Southworth, <i>Reward Director, Mishcon de Reya LLP</i>	Innovation Demo Option 7 11:15-11:40 Room: Partnership Forum 1 (Upper) Agentic AI showcase: Meet the employee benefits experts that never sleep Hosted by Ben	Option 8 11:15-12:00 Visit Exhibition Make time to visit the exhibition (over two floors) and discover the latest products and services available as part of a bespoke benefits offering.
11:55 Visit the exhibition: Grab this opportunity to get to know the benefits offerings available to your organisation. Explore the mix of established suppliers and fresh new innovators - all offering the latest solutions across physical, mental, social, and financial wellbeing.			
12:20 Topical breakout sessions: Hear from industry experts providing actionable advice and insight. Streamed panels, speaker sessions, masterclasses, demos and workshops will run throughout the day.			
Option 1 12:20-12:45 Room: Enterprise Hall 1 (Lower) Case study: Engaging a diverse, multi-generational workforce at E.ON using future-proof benefits technology Hazel Mainwaring, <i>Reward & Performance Lead Consultant, E.ON UK</i> Ben Couriel, <i>Director, People Experience Consulting, Gallagher</i>	Option 2 12:20-12:45 Room: Interact Hub (Lower) Fireside chat with Nest Insight: Saving smarter: Using workplace savings to boost financial resilience, confidence and wellbeing Emily Trant, <i>Chief Impact Officer, Wagestream</i> Jo Phillips, <i>Director of Research and Innovation, Nest Insight</i>	Option 3 12:20-12:45 Room: Enterprise Hall 2 (Lower) Retaining talented parents and carers at Bank of America: The moments that matter Jennifer Liston-Smith, <i>Head of Thought Leadership, Bright Horizons Family Solutions</i> Alison Kanabe, <i>Head of Pensions & Benefits EMEA & Canada, Bank of America</i>	Option 4 12:20-13:05 Room: Synergy Hub 1&2 (Lower) Fireside chat - The employee engagement problem: How gamification is tackling rising sickness absence Charlotte O'Brien, <i>Head of Employee Benefits, MetLife UK</i> Kate Whitelock, <i>Director of Propositions, YuLife</i>
Option 5 12:20-12:45 - Room: Partnership Forum 2&3 (Upper) Global health, wealth and workplace resilience: The case for financial education in an increasingly unhealthy world Tim Perkins, <i>Co-Founder & CEO, nudge</i>	Option 6 12:20-12:45 Room: Affiliation Hub 1&2 (Upper) Developing an effective cancer prevention strategy Professor Gordon Wishart, <i>Founder, Chief Medical Officer and CEO, Check4Cancer</i>	Innovation Demo Option 7 12:20-12:45 Room: Partnership Forum 1 (Upper) Unlocking real ROI and enhanced employee experience with the most innovative employee recognition solution Hosted by Workhuman	Option 8 12:20-13:05 / 45 mins Room: Affiliation Hub 3 (Upper) Making the case: How to prove the ROI of healthcare benefits (and get buy-in from the c-suite) Hosted by Peppy

12.45-14.00 NETWORKING LUNCH AND VISIT EXHIBITION			
14:00 Topical breakout sessions: Hear from industry experts providing actionable advice and insight. Streamed panels, speaker sessions, masterclasses, demos and workshops will run throughout the day.			
Option 1 14:00-14:25 Room: Enterprise Hall 1 (Lower) A new era in benefits begins today Max Landry, <i>CEO, Euphoric</i> Sarah Rees, <i>Head of Marketing, Euphoric</i> Callum Burns-Greens, <i>Global Advisory Leader, Mercer Marsh Benefits</i>	Option 2 14:00-14:25 Room: Interact Hub (Lower) Beyond pensions: Rethinking workplace savings for a new financial era Steve Watson, <i>Head of Policy and Research, NatWest Cushon</i>	Option 3 14:00-14:25 Room: Enterprise Hall 2 (Lower) Stress as a strategic risk: Addressing rising health costs with a preventative and data-driven approach Reeva Misra, <i>CEO and Founder, Walking on Earth (WONE)</i>	Option 4 14:00-14:25 Room: Synergy Hub 1&2 (Lower) Case study: How Workday is rethinking health risk with a healthcare trust Sharon Burgess, <i>Operations Director, Healix Health</i> John Whittaker, <i>Senior Director International Benefits and Operations, Workday</i>
Option 5 14:00-14:25 Room: Partnership Forum 2&3 (Upper) Scaling mental health globally: Blending proactive and reactive wellbeing strategies for organisational resilience Meqeale Bleasdale, <i>Strategy & Engagement Consultant, TELUS Health</i>	Option 6 14:00-14:25 Room: Affiliation Hub 1&2 (Upper) Designing and aligning benefits strategies with employee needs to drive productivity Jenna Mullett, <i>Senior Manager, Proposition Development, Unum</i> Nicola Riley, <i>Health & Wellbeing Consultant, Unum</i>	Innovation Demo Option 7 14:00-14:25 Room: Partnership Forum 1 (Upper) Using data to anticipate risks, drive smarter decisions and futureproof your workforce health strategy Hosted by Aon	Option 8 14:00-14:25 Visit Exhibition Make time to visit the exhibition (upstairs and downstairs) and discover the latest products and services available as part of a bespoke benefits offering.
14:35 Topical breakout sessions: Hear from industry experts providing actionable advice and insight. Streamed panels, speaker sessions, masterclasses, demos and workshops will run throughout the day.			
Option 1 14:35-15:00 Room: Enterprise Hall 1 (Lower) Will people ever engage with wellbeing? Rethinking connection for a hybrid workplace Ryan Hopkins, <i>Chief Impact Officer at JAAQ, Strategic Wellbeing Advisor at Bupa, Bestselling Author</i>	Option 2 14:35-15:00 Room: Interact Hub (Lower) Bridging a gap: The strategic value of adding financial coaching to your wellbeing strategy Marcus Read, <i>Director of Workplace Financial Wellbeing, TrinityBridge</i>	Option 3 14:35-15:00 Room: Enterprise Hall 2 (Lower) Transforming musculoskeletal care through AI innovation Matthew Beatty, <i>General Manager UK, Sword Health</i> Megan Hill, <i>Clinical Specialists Director, Sword Health</i>	Option 4 14:35-15:00 Room: Synergy Hub 1&2 (Lower) The business case for a global family-building benefits strategy Aoife Lucey, <i>VP, Global Markets, Carrot Fertility</i> Jimmy Ryan, <i>Account Executive, Carrot Fertility</i>
Option 5 14:35-15:00 Room: Partnership Forum 2&3 (Upper) Rethinking employee healthcare: Can you afford to live without it? Harpreet Sarna, <i>Chief Medical Officer, Vitality</i>	Option 6 14:35-15:00 Room: Affiliation Hub 1&2 (Upper) Ignore adult care at our own risk: Why it's not just a wellbeing issue but a strategic people risk Stephanie Leung, <i>Founder and CEO, KareHero</i> Angela Gibson, <i>Employee Experience & Relations Lead, TSB Bank</i>	Option 7 14:35-15:00 Visit Exhibition Make time to visit the exhibition (upstairs and downstairs) and discover the latest products and services available as part of a bespoke benefits offering.	Option 8 14:35-15:00 Visit Exhibition Make time to visit the exhibition (upstairs and downstairs) and discover the latest products and services available as part of a bespoke benefits offering.
15:10 Topical breakout sessions: Hear from industry experts providing actionable advice and insight. Streamed panels, speaker sessions, masterclasses, demos and workshops will run throughout the day.			
Option 1 15:10-15:35 Room: Enterprise Hall 1 (Lower) How AI is redefining strategy, spend and scale for global benefits management Chris Bruce, <i>Co-Founder, Origin</i> Rob Gerdes, <i>Head of Rewards, Ivecro</i>	Option 2 15:10-15:35 Room: Interact Hub (Lower) The hidden cost of financial stress: Exclusive insights to reshape reward strategies and drive improved outcomes James Smith, <i>Client Director, Hymans Robertson Personal Wealth</i>	Option 3 15:10-15:35 Visit Exhibition Make time to visit the exhibition and discover the latest products and services available as part of a bespoke benefits offering	Option 4 15:10-15:35 Room: Synergy Hub 1&2 (Lower) Investing beyond the quarter: Strategies for sustainable success Dr Subashini M, <i>Medical and Sustainability Director, Aviva UK Health</i>
Option 5 15:10-15:35 Visit Exhibition Make time to visit the exhibition and discover the latest products and services available as part of a bespoke benefits offering	Innovation Demo Option 6 15:10-15:55 Room: Affiliation Hub 1&2 (Upper) How Old Mutual Transformed Employee Benefits Using PwC's Benefits+ Platform in Workday Hosted by PwC	Innovation Demo Option 7 15:10-15:35 Room: Partnership Forum 1 (Upper) Communicating Value: Maximising Employee Engagement and Wellness with Dynamic Total Reward Statements Hosted by Mercer Marsh Benefits	Option 8 15:10-15:55 / 45 mins Room: Affiliation Hub 3 (Upper) Driving impact and outcomes with a global women's health strategy Will Porteous, <i>Chief Growth Officer, Maven Clinic</i> Lucy Ringhofer, <i>Senior Client Success Manager, Maven Clinic</i>
15:35 Visit the exhibition and afternoon tea			
Explore the mix of established big-name suppliers and fresh new innovators - all offering the latest solutions across physical, mental, social, and financial wellbeing. Afternoon tea and cake will be served in the exhibition areas upstairs and downstairs.			



Option 1 – 9: Curated Roundtables 16:00-16:40 – Room: Options 1 to 6 are in Enterprise Hall 1 (Lower), Options 7 to 9 are in Partnership Forum 2&3 (Upper)	Option 10: Visit Exhibition 16:00-16:40 – Exhibition
<p>A key feature and highlight for attendees is the opportunity to come together in small groups to share thinking and ideas on key issues and common challenges. Select your topic from the below list and take part in an independently hosted, vendor free roundtable discussion.</p> <p>Enterprise Hall 1</p> <p>Option 1. Benefits technology: navigating the evolving ecosystem of platforms and providers</p> <p>Option 2. Financial wellbeing: evolving pensions and workplace savings strategies</p> <p>Option 3. Global benefits: navigating complexity and impact of digital tools and AI on consistency and visibility</p> <p>Option 4. Mental resilience: strategies for a multi-generational workforce</p> <p>Option 5. Optimising health benefits and insurances: to control costs and improve health outcomes</p> <p>Option 6. Preventative benefits and services: to manage claim costs and future health risks</p> <p>Partnership Forum 2&3</p> <p>Option 7. Pay and benefits compliance: keeping ahead of changing UK employment law and EU Pay Transparency Directive</p> <p>Option 8. Pay and reward strategies: to support drive talent attraction, retention and performance</p> <p>Option 9. Reviewing ROI on wellbeing spend: measures, metrics and evaluating effectiveness</p>	<p>Explore the curated exhibition</p> <p>Take some time to chat with the wide range of leading providers in the exhibition. Find out what's new, explore the many different solutions available and connect with current or potential partners in this curated showcase of top suppliers.</p>
Closing keynote: On the sofa with... Dame Joanna Lumley OBE, BAFTA Award-Winning Actress, Charity Campaigner and a British Institution 16:45 – Room: Enterprise Hall (Lower)	
<p>With her sharp wit and timeless elegance, the renowned actress, presenter, and activist Joanna Lumley will bring her age-positive perspective to the much-anticipated REBA Congress closing keynote interview.</p> <p>Famous for her role in the iconic Absolutely Fabulous, celebrated for her standout appearance in the binge-worthy Amandaland series, and a passionate advocate for the Gurkha Justice Campaign, Joanna will join Debi O'Donovan on the sofa to provide her insightful reflections on a career spanning decades. Get ready to be captivated by her beloved storytelling style as Joanna shares anecdotes from experiences in entertainment, humanitarian work, and her personal life.</p>	
17:25 Drinks reception – Raise a glass to celebrate 10 years of the REBA community!	
18:00 Close of REBA Congress 2025	

Supplier sourcing opportunity

Explore the marketplace in person: This curated marketplace offers you exclusive access to 85+ providers under one roof in one day! Discover new services, find new suppliers, talk to existing contacts, benchmark services and more. There is a great range of suppliers keen to talk with you about wellbeing benefits strategy. Discover what's new in just a few hours. Break times will be busy with refreshments and networking with your peers, so you'll need to allow at least one time block to visit the exhibition!



Thanks to our exhibiting sponsors for supporting REBA with this event

www.reba.global

See the exhibitor directory here