



# SS GREAT BRITAIN MEMBER EVENT 2024

**ACTIVITIES  
INDUSTRY  
MUTUAL**

Wednesday 20th March 2024

The SS Great Britain, Great Western Road, Gas Ferry Road  
Bristol, BS1 6TY

09.30	Refreshments & Registration
10.00 - 10.15	Introductory Address & Welcome - <i>Bob Edwards (Chairman) &amp; Sophia Reed (Mutual Manager)</i>
10.15 - 11.00	Amar Latif OBE <i>As both adventurer and entrepreneur, Amar considers how we view risk and trust – often overstating risk and giving into fear, and undervaluing trust. He recounts his entrepreneurial journey and how that too has influenced his view of risk.</i>
11.00 - 11.15	AIM Update – A review of the Mutual and looking ahead for 2024 <i>Sophia Reed (Mutual Manager)</i>
11.15	Coffee Break
11.30 - 11.50	ARAG precis of covers available and information <i>George Bladon – ARAG Corporate Business Manager</i>
12.00 - 12.30	AGM The official business of the AGM will be conducted for members wishing to be present
12.30 - 13.30	Lunch
13.30 - 14.30	Claims Defensibility – There’s been an incident – what next? <i>Leanne Conisbee – HCRLaw</i> Case studies and incident investigations to assist you when dealing with an incident
14.30 - 15.15	Pharos Response <i>Jules Penney</i>
15.15 - 15.45	Tea Break and opportunity to visit the SS Great Britain
15.45 - 16.15	Round Up, Panel discussion & Hot Topics affecting the outdoor industry discussion
16.15 - 17.00	Visit to the SS Great Britain, Networking
17.00	Close and Guests depart



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Our Speakers

**kirbyjones**



## **AMAR LATIF OBE**

Blindness did not prevent Amar Latif from pursuing a successful corporate career, but when he struggled to find a travel company that supported his independence and love of travel and exploration, he started his own. His award-winning Traveleyes business brings blind and sighted travellers together, sharing experiences around the world. Amar's passion for travelling as well as his openness, positivity and determination has also made him a popular TV presenter and guest, with appearances from River Walks to Celebrity Masterchef to The Last Leg and the One Show. He considers why we see obstacles instead of opportunities, how passion will always overcome fear, and what happens when we look at the world differently.

In 2023 Amar received an OBE for services to the visually impaired and entrepreneurship.



Kirby Jones Management Ltd



### Our Speakers

#### Sophia Reed

Sophia left private practice as a Partner at law firm, BLM to join AIM as Mutual Manager in January 2018. With 24 years' experience in personal litigation, she regularly defended Members' interests and provided legal advice and risk management. As Mutual Manager she runs the Mutual and team, liaising closely with the AIM Board and assists AIM Members with risk management techniques and claims defensibility. She is a regular speaker at industry events and has a great understanding of issues facing the sector.

#### Julian Penney

Julian is co-founder and Managing Director of [Pharos Response](#), a leading risk and reputation management consultancy firm that specializes in travel, adventure and education. Julian and his team at Pharos have worked in the background following some well-known (and some less well known) critical incidents, drafting press statements and preparing senior managers before news interviews. A former Army officer, Julian is a qualified security and safety management professional with over 20 years' experience in the education, travel and adventure activity sectors. He is a member of the OEAP, Fellow of the Royal Geographical Society and is one of the UK experts advising the International Standards Organisation in the development of a new ISO in school and youth travel.

#### Leanne Conisbee – HCR Law

Leanne is a specialist in employer's liability and public liability, including civil claims, regulatory investigations and prosecutions, coroner's inquests. Leanne's particular interest is in cases involving unique or complex liability considerations, or those involving chronic pain or exaggeration/fundamental dishonesty. Leanne has advised on many cases which attract significant media attention and is skilled at understanding and achieving the objectives of all stakeholders, providing bespoke and innovative solutions in every case. Leanne has advised clients in various industry sectors, most commonly the activities industry and construction.