



2026 WCF Alumni Conference, 24th-25th November, Loughborough University

Session summaries for this year's proposed programme:

REBEL THINKING: Cultivating a new perspective

DAY #1, from 2:00 pm 24th November, The Link - Loughborough University

Networking Bingo: Meet your conference delegates in a fun and gently competitive way! **QUICKFIRE INTROS**

Interactive Leadership: You have met your fellow conference delegates; now get to know more about yourself in this interactive session led by **John Boland**, people development coach & the team from **Twocan Mentor**. **INTERACTIVE**

Cultivating Insight: A new feature of the Alumni Conference. Enjoy a fireside chat that guarantees frank conversation on the big issues facing the industry. **Dan Knight**, **Partner at Evolution ABS**, and co-course director for the Farmers' Company Rural Business Management programme, talks about succession planning and the future of agricultural education. **Q&A**, facilitated by **Claire Wright**, **National Access Advisor for Country Land & Business Association & WCFA Chairman**

WCFA Dinner: Enjoy a drinks reception and three-course meal before we hear from our after-dinner speaker, **Joe Seels**, **Chair of Future Farmers**, a working beef & arable farmer, an agricultural influencer and YouTube sensation, about how he has promoted agriculture to an audience far beyond his farm gate. **FELLOWSHIP & NETWORKING**



DAY #2, from 9:00 am 25th November, Holywell Centre - Loughborough University

Education plans: Hear the current initiatives about the education portfolio from the Livery. **KNOWLEDGE**

Keynote Speaker: Get day two off to a 'flying start' as we hear how thinking differently and adapting can help us to solve problems in our own businesses. **INSPIRATIONAL**

Mandy Hickson, a former RAF jet pilot completing 45 missions in Iraq as a combat & survival officer, having



initially been declined from the force, Mandy proved that determination can defy expectation.
<https://www.mandyhickson.com>

Innovating the Impossible: Having listened to the theories from Mandy, this is our chance to put those new ideas into practice by tackling real-world rural problems in an interactive discussion forum. Then put AI to the test and see whether man or machine can come up with the most innovative solution. **GROUP SESSION**
Facilitator: **Terri Lucas - Programme Manager, Rural Business Management course**

Lunch: To allow conversations to continue. **FELLOWSHIP & NETWORKING**

Bridging Generations: The return of this popular feature as we bring together people from the industry who span different generations but have one thing in common. Their drive to think creatively and solve problems by doing things differently. Delegates can expect to be inspired by these stories of problem-solving and trying new things in an industry that is comfortable with tradition. **PANEL DISCUSSION**

Panellists: **Paul Barnes - Estate & Land Manager, South Ormsby Estate & WCFA Member**
Georgina Bostock - Founder & App developer for 'Togro'
Dan Cross - Managing Director, Dyson farming

Facilitator: **Ellie Hay - Partner, Barton Place Farms & WCFA Committee**

What Sparked Your Rebel Brain: To provide feedback on the 2026 Conference. **THOUGHTS & FEEDBACK**
Facilitator: **Richard Davies - Past Master & WCFA Committee**

& Home from 15:00