

UKVIA Forum and Evening Reception 2024

The Changing Vaping Environment - Succeeding in a New Policy Landscape

London Marriott Hotel, Regents Park, Friday 15th November

UKVIA Forum Agenda 2024 – Proposed Running Order and Panel Topics

07.00: **Exhibition Set Up**

8.45: **Registration**

9.15: **Conference Opening Remarks from the Forum Chair**

09.20: Address from **UKVIA Director General John Dunne**

09.25: Opening Address from **Headline Sponsor**

09.35: **Keynote Speech**

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10.05: **Keynote & Panel Discussion: Politics in the spotlight - Working with a new Government**

With a new government still settling in after the General Election, this session examines what vaping policy needs to look like in the future to allow the category to make its fullest contribution to a smokefree Britain.

11.00: Coffee and Networking

11.30: Keynote and Panel Discussion: From licensing to product and regulatory compliance – killing the black market, not the consumers

Hamstrung budgets and a lack of resources have left Trading Standards struggling to tackle underage and illicit vape sales, so how can enforcement officers be expected to bear the weight of impending regulations which experts predict will only super-charge the black market?

This session will look at how vape licensing and improvements to the current MHRA notification process, as well as industry-led and supported targeted initiatives can bury the black market, thereby protecting young people and adults from the high-risk harms of illicit products predicted to come onto the market as regulated disposables disappear from the shelves.

12.20: Keynote and Panel Discussion: Closing the Trust Gap: How public education campaigns can be critical to correcting the vape narrative

Misinformation and mainstream media scare stories have sullied perceptions of vaping, public trust in the harm reduction tool is at an all-time low and recent research reveals more than half of England's smokers wrongly and worryingly believe vaping to be as or more harmful than cigarettes.

This session will explore how the industry has been muzzled by existing regulation and why national public education campaigns are critical to correcting the narrative around vaping so that smokers are armed with the best information to help them quit for good.

13.10: Lunch and Networking

14.10: Platinum sponsor presentations

14.30: Keynote and Panel Discussion: The Balancing Act - What is the best route to further unlock vaping's potential to improve harm reduction while also protecting young people?

When politicians talk about the vape industry, they often use the word 'balance' but how does achieving the correct balance between conflicting needs actually work in practice?

This session will explore how we ensure young people have the protection they need while ensuring adult smokers understand that vapes are significantly less harmful than smoking. Whether it's classifying different vape devices in terms of relative risk against smoking,

introducing proportionate regulation, or developing responsible vape sales guidelines for retail stores, this session will debate how the industry and policymakers can work together to get the balance right.

15.20: Coffee and networking

15.40: Keynote and Innovation Showcase: From products to age checks, how vape technologies are evolving as we approach a post-disposables future and a new era of responsible vaping

The vape industry was built on a strong foundation of innovation. This session will explore how adapting technologies are key to tackling some of the biggest issues facing our sector today – including youth access, illicit products and the environmental challenge – as well as continuing the industry’s proud and proven track record of helping millions of adult smokers quit for good.

Five companies operating in the vape market discuss how they are adapting their product offerings and leading on innovation across the sector.

16.30: Panel Discussion: Adding Consumers to the Conversation: A live focus group with the industry’s biggest stakeholder

There are nearly five million adult vapers in Great Britain alone - a number which is only growing - so why are consumers, who are amongst the most affected by shifting regulation, so often left out of the conversation?

In this live, on-stage focus group, we will hear the unfiltered views of vapers from a range of backgrounds and experience on topics such as innovation, education, the impact of changing policy and the role of vaping in harm reduction.

17.00: Closing remarks

17.30-19.30: Evening reception

The forum will be followed by a light buffet and drinks reception to allow networking to be extended beyond the conference and into the evening.