

SNAKES & LADDERS



An invitation to speak
honestly and openly

Snakes & Ladders
is where leaders share
their stories of lucky
breaks and slippery
snakes that have marked
their journey to the top.

Kennedy Woods



Carl Turner,
Turner Works

Growing a successful business isn't a straight line from A to B. It's a journey littered with challenges, discovery, and forks in the road.

In the moment, it can seem impossible to know which choices will fast-track you, and which will set you back.

As with any game, chance is a factor – but it takes intuition, strategy and good judgement to move forward.

At Snakes & Ladders we want to hear it all. The lucky breaks and the costly blunders, the risk-it-all moments and the last-minute miracles, the darkest hours and the proudest achievements.

Such candour isn't for the faint-hearted – but our speakers share the belief that there's a place for honest discussion about the realities of building a business.



Matt
+ Fiona

Matthew
Springett
and Fiona
MacDonald

We went to far too many events where speakers and panellists would paint a picture of easy success.

But we knew there was always more to it.

At Snakes & Ladders we bring together an audience hungry for real conversation and frank accounts of what goes on behind the scenes.

On the night we encourage a relaxed, inclusive and forthright atmosphere. You can expect opinions from outside the confines of architectural practice and a menu of cocktails served from The Tank, our speak-easy micro bar.



You'll be the only speaker at your event, and you'll have a 25-minute slot for your presentation.

The audience will be 30 to 50 strong, and there'll be a projection screen behind you to share your slides.

Previous speakers have typically opted for a three snakes / three ladders format which has given clear structure and balance.

The audience responds best to stories that are honest, personal and unpolished.

When discussing challenges and tough lessons learnt, a degree of humour always plays well.



Anthony
Engi
Meacock,
Assemble



Timings

Guest speaker set-up	6:30pm
Arrival drinks	7pm
Presentation	8pm
Close	9pm

Event Location

Kennedy Woods Studio
Unit B3.2 Bussey Building
(Third floor - yellow stairs)
133 Copeland Road
London, SE15 3SN

Presentation

We have a 25-minute cut-off policy, so we recommend showing at most 40 slides.

In the interest of encouraging candour, there will be no filming or photography during your talk (other than by our own team), and we limit the Q&A to three questions, with a free-pass policy.

Technology

We'll have a projector available connected to a laptop ready for you to use. Please be sure to send us your presentation (PDF or Google Slides format) 24 hours before the talk so that we can have everything ready and avoid any tech issues.

Ticketing and audience

The event will be ticketed, with free cocktails and other refreshments provided. The small registration fee covers just the hosting costs.

We don't make a profit on Snakes & Ladders, and we offer people the option to opt-out of paying for a ticket if needed.

As a speaker, you're welcome to bring guests or team members for free. Just let us know names and numbers so that we can add them to the list.



The Tank,
Our speak-
easy micro
bar



To get your speaking slot
in the diary, speak to our
Studio Manager,
Ouardia Amari.

ouardia@kennedywoods.co.uk

020 7993 8205

www.kennedywoods.co.uk/snakesandladders

