

# FUEL FOR THOUGHT THEATRE

@ APEA LIVE 2024

*Showcasing industry developments that make a difference*



**Back for 2024!**  
**Fuel For Thought concept...**

The 'Fuel For Thought' content stream,  
returns to APEA Live 2024, Marshall Arena Stadium MK,  
on Thursday 14 November.

'Fuel For Thought' is an on-site theatre  
offering an exciting stream of fresh CPD learning  
at the downstream fuel and forecourt market's leading annual event.

Whilst the APEA Conference centres on top-line strategy and trends,  
'Fuel For Thought' focuses on the nitty-gritty,  
serving up inspiring quick-fire talks from industry innovators  
who have taken a problem, done their research and developed game-changing solutions.

## **The format...**

Fuel For Thought will be a 30-seat theatre  
located within APEA Live Exhibition Hall (just inside the main entrance).

This will be learning that celebrates the detail!  
Relevant to the core principles of the APEA community;  
an industry working together for a safer environment.

This will be education, within a fun, vibrant atmosphere;  
passionate people presenting researched-backed technical solutions.

There will be 7 talks lasting up to 20 minutes, each.  
Talks will commence from 12:30 and occur every half-hour thereafter,  
with the final slot starting at 15:30.

## **FUEL FOR THOUGHT... get involved!**

### **Call For Papers process – DEADLINE 30 AUGUST 2024!**

Apply to deliver one of our 7 CPD talks at the Fuel For Thought theatre!

*Has your business successfully innovated to solve a problem faced by stakeholders within the downstream fuel and forecourt market?*

*Can you educate an audience on that technical journey, from issue identification to practical solution?*

*Can you do so in a fun, entertaining and energetic way... and all in up to 20 minutes?!*

Apply here!

We're looking for the 7 best talks for this this exciting content stream.

- A talk would ensure your brand is synonymous with industry excellence and progression
- Your talk would be promoted within all theatre launch marketing
- Your talk would be listed on a dedicated theatre page at [www.apealive.co.uk/2024](http://www.apealive.co.uk/2024)
- Your talk would be listed within the official show guide

### **Submit your short abstract of no more than 250 words by 30 August 2024**

to Tom Treverton (Event Director, APEA Live 2024) at [Tom@fivesensesmedia.co.uk](mailto:Tom@fivesensesmedia.co.uk).

Abstracts will then be reviewed by the APEA Events and Marketing Committee before the final programme is announced!

Good luck!

