

Arbor Fest



Tuesday 30th June 2026

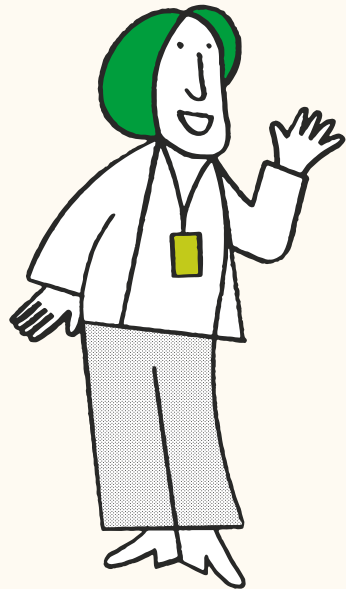
Liverpool Experience Campus

#ArborFest

With thanks to our Lead Sponsor



Welcome to ArborFest 2026!



Welcome to the fourth annual ArborFest!

I'm excited to welcome you to our biggest customer event, and one of my favourite moments of the year. I'm proud to be in Liverpool, and with a little help from my friends and colleagues, I can't wait to get stuck into our programme!

ArborFest brings our community together under one roof, to celebrate the great work you do, show you what we're building, and leave you with new ideas to take back into your school and trust that will make your working lives easier.

This year we're looking at the future of work in schools, and how AI, workflow automation, and new technology are creating opportunities to make running a school simpler and more effective.

We'll show you what happens when you put admin on autopilot, how to get started with workflows, and what AI can take off your plate, alongside getting more out of Arbor MIS, from Assessments and Attendance to Reporting and Payments.

We'll explore how our growing suite of MAT products unifies data across a trust, cutting admin and transforming your back office.

At Arbor, our vision is one where the technology you rely on day to day doesn't hold you up, but frees you to do more of the work you love and transforms the way schools work for the better.

If I could ask one thing of you today, it's to get involved. Ask questions, get hands on with our demos, and meet the teams behind the products. The programme is packed with Arbor product experts, school and MAT leaders who use Arbor, and sector professionals, all sharing their ideas on what a school of the future looks like, and how Arbor can help you get there.

I hope you enjoy the day, make new friends and learn something new. I look forward to meeting you!

James Weatherill
CEO at Arbor

Programme



The Innovation Stage
Hall 1A



Insight and Impact Stage
Hall 1B



The MAT Stage
Hall 1C



My First Year at Arbor Stage
Room 4



The Workshop
Room 12





Ask an Arbor Expert
Room 11A



Arbor Labs, Live!
Room 11B

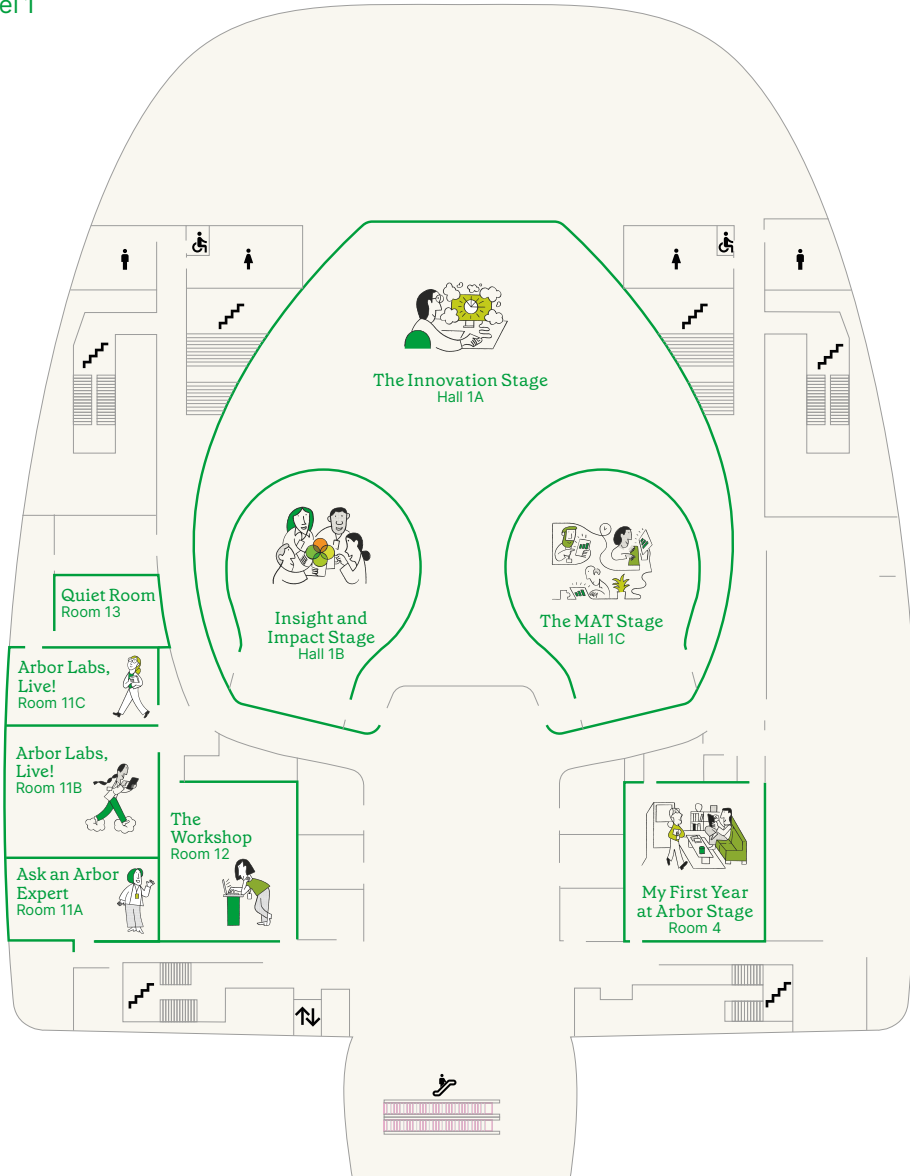


Arbor Labs, Live!
Room 11C

10.00 – 10.10am	Welcome to ArborFest								10.00 – 10.10am
10.10 – 10.40am	Get ready for the future of work in schools								10.10 – 10.40am
10.40 – 11.10am	Refreshment break in the Partner Marketplace, Hall 2A, Level -1				Refreshment break in the Partner Marketplace, Hall 2A, Level -1				10.40 – 11.10am
11.10 – 11.50am	From Process to Progress: How we're using Arbor Workflows to transform operations in our school	"I didn't know Arbor could do that!": The gems in Arbor which will transform your everyday	The art of the possible with Arbor Workflows at trust-level	Getting SEND and inclusion right from day one	AI Workshop 1	Ask an Arbor Expert — all day drop-in sessions	Parent App 1	Teacher Experience 1	11.10 – 11.50am
12.00 – 12.40pm	AI: What's here, what's next, and the secret to thinking even bigger	A new era of Assessment is coming	What operational excellence means to us at our trust, and how we're using MAT MIS to get us there	Everything we learned from our first 12 months as an Arbor primary school	AI Workshop 2		Parent App 2	Teacher Experience 2	12.00 – 12.40pm
12.40 – 1.40pm	Lunch in the Partner Marketplace, Hall 2A, Level -1				Lunch in the Partner Marketplace, Hall 2A, Level -1				12.40 – 1.40pm
1.40 – 2.20pm	School reporting, reimagined: Introducing Smart Reports	Beyond the register: How to get smart with attendance in Arbor	Central teams of the future, powered by the Arbor Suite	Everything we learned from our first 12 months as an Arbor primary school	Arbor Workflows Workshop 1		Assessments 1		1.40 – 2.20pm
2.20 – 2.50pm	Refreshment break in the Partner Marketplace, Hall 2A, Level -1				Refreshment break in the Partner Marketplace, Hall 2A, Level -1				2.20 – 2.50pm
2.50 – 3.30pm	Keynote from Baroness Floella Benjamin Embracing change without fear	Everything you need to know about data and reporting potential in Arbor	SAMpeople: Why your people strategy should be underpinned by a great system	Building an AI-ready organisation 	Arbor Workflows Workshop 2		Assessments 2		2.50 – 3.30pm
3.35 – 3.50pm	Customer awards, Marketplace Mission prize draw and farewell 								3.35 – 3.50pm

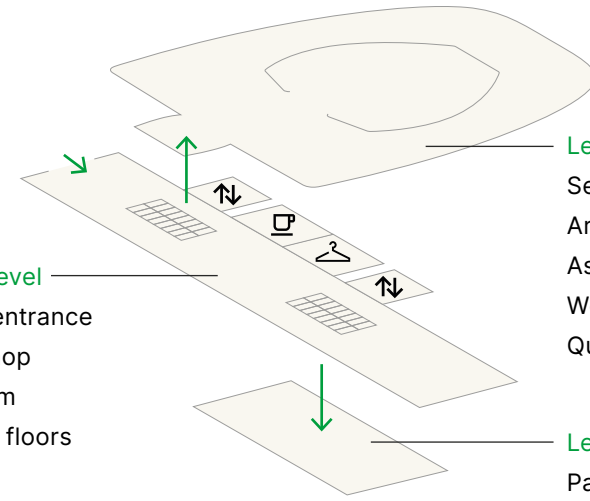
How to find your way around ArborFest

Level 1



Ground Level

- Cityside entrance
- Coffee shop
- Cloakroom
- Lifts to all floors



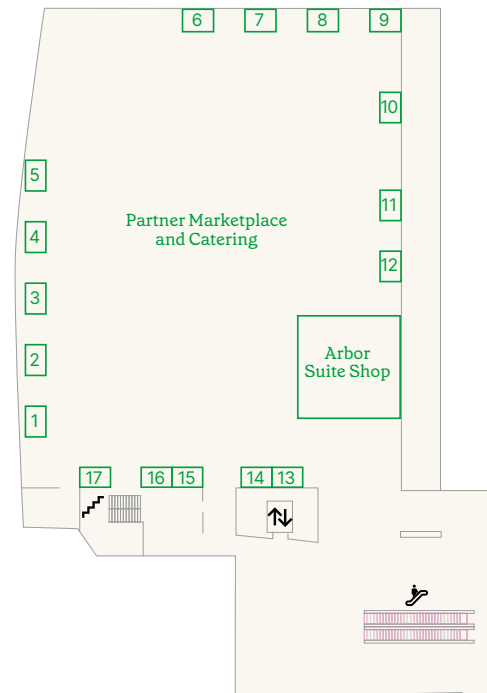
Level 1

- Session stages
- Arbor Labs, Live!
- Ask an Arbor Expert
- Workshops
- Quiet room

Level -1

- Partner Marketplace
- Arbor Suite Shop
- Catering and refreshments

Level -1



Partner Marketplace:

- School ICT Transforming Learning Group
- SalamanderSoft
- SmartGrade
- 4Matrix
- HFL Education
- Schools ICT SEGfL
- CPOMS
- SCG Education
- Clarion Communication
- Cloud Design Box
- The Key
- GovernorHub
- Robin
- Applicaa
- edequity.ai
- hi-impact
- Learning with Parents

The Innovation Stage

Hall 1A

In-person and live-streamed

10.00 – 10.10am

Welcome to ArborFest

James Weatherill,
CEO at Arbor

Arbor's CEO, James Weatherill kicks off ArborFest and introduces this year's festival theme: "**The future of work in schools**".

Find out how to make the most of the talks and workshops throughout the day and what to look out for. Be there for 10am to avoid missing out!

10.10 – 10.50am

Get ready for the future of work in schools

Bex Steele,
Chief Product Officer at Arbor
Phillippa De'Ath,
Chief Commercial Officer at Arbor

Step into the future of work in schools with a look at what we've got planned at Arbor. Be the first to see our vision for the next few years, alongside exciting improvements we're making to the core Arbor experience you rely on everyday. This is an exclusive first look at the journey we're heading on, and we can't wait to bring you with us.

11.10 – 11.50am

From Process to Progress: How we're using Arbor Workflows to transform operations in our school

Izzi Dorrian,
Director of Ecosystem Partnerships at Arbor
Vicki Broad,
Director of Finance and Operations at
Bishop Vesey's Grammar School
David Marlow,
Head of School at Esteem North Academy

We launched Arbor Workflows in March 2026, and already schools are completely changing the way they work for the better. But what's next? Join us at this exciting ArborFest session to dive deeper into the potential of Arbor Workflows, and hear from school leaders on exactly what processes they've already automated. Get ready to put your admin on autopilot!



1.40 – 2.20pm

School reporting, reimagined: Introducing Smart Reports

Stephen Higgins,
Head of Data and AI at Arbor

Introducing: Smart Reports. In this session, Stephen, Arbor's Head of Data and AI, will show how Smart Reports are shaping a whole new era of reporting in schools. With powerful built-in templates, like the Ofsted Inspection Companion, join us to find out what this new world of reporting will mean for your school.

2.50 – 3.30pm

Keynote: Embracing change without fear

Baroness Floella Benjamin

Baroness Floella Benjamin is one of Britain's most recognisable public figures: an actor, writer, broadcaster and campaigner. Arriving from the Caribbean in 1960 as one of the Windrush children, she learned early to navigate two cultures. A familiar face through Play School and beyond, she has won a BAFTA, built her own television company, and been honoured with a Damehood, a peerage and the 2024 BAFTA Fellowship. In this keynote she draws on a lifetime of reinvention to explore how schools and leaders can embrace change without fear.

3.35 – 3.50pm

Customer awards, prize-giving and farewell

Zoe Marshall,
Head of Customer Success at Arbor

To close off a day packed with talks and exciting sessions, James and Zoe will end ArborFest with our highly anticipated customer awards. We'll be recognising schools and MATs whose Arbor experts have been making the most out of our systems to drive real impact. Plus, we'll be announcing the winner of our Marketplace competition to win £150 in Amazon vouchers.

Insight and Impact Stage

Hall 1B

In-person only

11.10 – 11.50am

“I didn’t know Arbor could do that!”: The gems in Arbor which will transform your everyday

Lucy Crawford,
Lead Product Manager, School MIS at Arbor
Gemma Fuge,
Senior Customer Success Team Lead at Arbor

“I didn’t know Arbor could do that!” Get ready for a session full of exactly these moments. We’ll uncover the hidden gems across Arbor MIS, shining a light on the small but powerful improvements we’ve made to the system, all designed to make a big difference to your every day. It’s the perfect way to kick off the Insight and Impact Stage, spotlighting the features which are already at your fingertips.

12.00 – 12.40pm

A new era of Assessment is coming

Aiden Gaughan,
Senior Product Manager, Assessments & Exams at Arbor

A new era of assessment is coming to Arbor! Be among the first to experience Arbor’s brand new assessment module, with a live demo of the new features and an exclusive first look at what’s coming next on the roadmap. This is a bold step forward for one of the most important parts of Arbor, and we can’t wait for you to see it.

1.40 – 2.20pm

Beyond the register: How to get smart with attendance in Arbor

John Pattison,
Customer Education Specialist Team Lead at Arbor
Faith Hinks,
Associate Assistant Principal, Data & Assessment at Think Differently Education Trust
Louise Connor,
Attendance Lead at James Brindley Academy

In November 2025, the new Ofsted framework made it clear that schools are expected to take a “strategic” approach to attendance. So, how can you rely on your MIS to help you deliver on this expectation, and improve attendance across your different student groups? In this session, with the help of two school and trust leaders, we’ll explore what a truly effective attendance strategy looks like, and how Arbor can help you put it into practice.



2.50 – 3.30pm

Everything you need to know about data and reporting potential in Arbor

Karrie Alexander,
Senior Product Manager at Arbor
Erica Tang,
Senior Product Manager at Arbor
Tim Moore,
Data Manager at Hyndburn Academy
Dr. Barry Mangham,
Trust Data Manager at Esteem MAT
George Stevens,
Data Manager at Thinking Schools Academy Trust

Unlock the full potential of your data with a deeper dive into reporting in Arbor. In this session, we’ll explore powerful reports you might not even know exist, alongside real insights from schools already using them to drive smarter decisions. Discover how better visibility can transform the way your school understands and uses its data every day.

MAT Stage

Hall 1C

In-person only

11.10 – 11.50am

The art of the possible with Arbor Workflows at trust level

Ed Butcher,
Product Director, Ecosystem at Arbor
Alison Day,
Executive Director of Growth
& Development at LEO Academy Trust
Danny Garton,
MIS & Reporting Manager at
Consortium Academy Trust

What if you could put your trust's admin on autopilot? Join us to see how Arbor Workflows can turn that vision into reality. Hear from trust leaders already using workflows to transform their operations — from CPD and Ofsted readiness to complaint management — and the impact it's having across their organisations. We'll wrap up with a live demo, so you can see exactly how to bring these ideas to life in your own trust.

12.00 – 12.40pm

What operational excellence means to us at our trust, and how we're using MAT MIS to get us there

Matt Darsley,
Enterprise Partnership Manager at Arbor
Matt Hall,
Executive Headteacher at Redhill Academy Trust
Rob Wall,
Head of Data at Danes Educational Trust

As your trust's mission control, MAT MIS has the potential to be the engine behind your success, but are you making the most of everything it can do? In this session, we'll uncover the "wow" moments you might not know exist, explore how to use MAT MIS to deliver on your trust's strategy, explore the AI features available at a central level, and more. Joined by trust leaders and an Arbor expert, we'll bring it all to life with a live demo, so you leave ready to make an even bigger impact.



1.40 – 2.20pm

Central teams of the future, powered by the Arbor Suite

Phillippa De'Ath,
Chief Commercial Officer at Arbor
Gail Brown,
CEO at Ebor Academy Trust
Dewan Chowdhury,
Head of Data at Co-Op Academies Trust
John Hayes,
Head of BizApps at Greenwood Academies

What does a central team of the future really look like, and how do you build one? In this session, we'll explore how a truly joined-up ecosystem can bring clarity, consistency, and control across your trust. Discover how connecting your tools and teams can unlock a smarter, more strategic way of working.

2.50 – 3.30pm

SAMpeople: Why your people strategy should be underpinned by a great system

Katie Craker,
Managing Director at SAMpeople
Jack Record,
Partnership Manager at SAMpeople
Sally Boaden,
Chief Finance and Operating Officer
at Raleigh Education Trust

Trusts tell us all the time that their greatest asset is their workforce. At the same time, there are trusts out there without a people strategy or the right tech to underpin the work they're doing.

We're excited to chat with Sally Boaden, the Chief Finance and Operating Officer at Raleigh Education Trust, to explore the trust's journey to centralising HR, and their key wins and challenges along the way. You'll leave with an understanding of why a strong centralised model must be underpinned by systems, and how tech is a vital part to enable your people strategy across an organisation. Plus, a live demo from the SAMpeople team so you can see exactly what 'good' looks like.

My First Year at Arbor Stage

Room 4

In-person only

11.10 – 11.50am

Getting SEND and inclusion right from day one

Rebecca Pitkin,
Senior Content Writer at The Key
Dan Giardiello,
Arbor MIS Specialist and GM at Robin

With the new Ofsted framework placing a critical focus on inclusion, and the 2026 Schools White Paper reinforcing expectations around SEND, getting it right from day one has never been more important. In this session, we'll share the latest updates from The Key on what schools need to know, alongside insights from those already putting this into practice. With a live Arbor demo, discover how you can bolster your approach to inclusion and SEND with a system-led strategy.

12.00 – 12.40pm

Everything we learned from our first 12 months as an Arbor primary school

Shahista Zamir,
Headteacher at Regents Park
Community Primary School
Zoe Marshall,
Head of Customer Success at Arbor

At Arbor, we want the schools in our community to hit the ground running and be confident that they're getting the most out of our software from day one. And there's no better way to learn than from schools who have been through the process themselves. That's why this year, we've introduced this brand new stage to focus on exactly that. In each session, hear from a school leader on:

- The challenges they faced in their first 12 months, and how they overcame them
- Resources they leaned upon to help them get the most out of Arbor
- Top tips and tricks which have made their lives easier
- Hidden gems in Arbor that have changed their ways of working for the better
- Their change management insights

Plus, we'll open up the floor at the end of the session so you can ask your burning questions directly to those who have first-hand experience of how to get the most out of Arbor.

1.40 – 2.20pm

Everything we learned from our first 12 months as an Arbor secondary school

Tanya Noble,
Assistant Head and Behaviour Lead
at Cams Hill School
Zoe Marshall,
Head of Customer Success at Arbor



2.50 – 3.30pm

Session from our Lead Sponsor, AWS Building an AI-ready organisation

Himanshu Sahni,
Senior AI/ML Specialist at AWS
Mohammed Reda,
Senior Solutions Architect at AWS

A special session from our lead sponsor, AWS. Learn about practical frameworks for building organisational AI readiness. Hear directly from subject matter experts and see demos of practical use cases like a digital front door for schools.



Arbor Workshops

Room 12

In-person only

Want to get more out of Arbor? These hands-on sessions give you time with our team to tackle the jobs you have been meaning to sort, whether that is building custom report cards, tidying your assessment setup or getting to grips with a feature you have never used. Bring your laptop, your Arbor login and leave with items ticked off your to-do list



11.10 – 11.50am and 12.00 – 12.40pm

AI Workshops

We're excited to be launching Smart Reports: a new era for reporting in schools. No more exporting data from multiple systems and stitching it together in word: Smart Reports instantly pull together the data you need, flag trends you might have missed and present it all beautifully. In this session, we'll show you how to create your own. Just **bring your laptop**, your **Arbor login** and a report you usually run manually. We'll help you make it into a Smart Report, ready to use and share straight away!

1.40 – 2.20pm and 2.20 – 2.50pm

Workflows Workshop

Ready to put your admin on autopilot? In this hands-on Arbor Workflows session, you'll get practical time with our team to help you build or refine automations that will save your schools hours of effort. Whether you're creating your first workflow or fine-tuning ones you already have, you'll leave feeling confident and with a new workflow ready to go. **Bring your laptop**, your curiosity and your **Arbor login**. This one's interactive – we'll help you make it happen.

Visit the Suite Shop

Make sure you visit the Arbor Suite Shop and Partner Marketplace for your chance to meet the Arbor Team, chat with our partners, and have a much needed tea break with your peers.

Ask an Arbor Expert

Room 11A

In-person only



11.10am – 3.30pm (All day drop-in sessions)

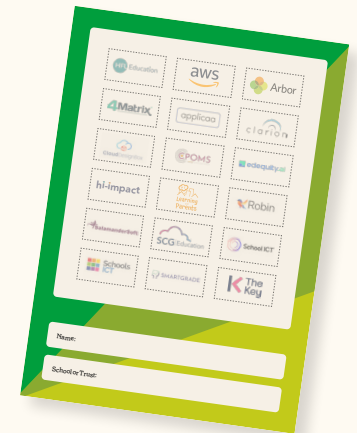
Got a technical question about Arbor? Are you looking for advice on one of our modules?

This ArborFest we're bringing back Ask an Arbor Expert for speedy support from our Customer Education and Support teams. It's a great way to get snappy, in-person advice.

Marketplace Mission

Head to the Partner Marketplace during each break and collect a sticker from every exhibitor for your chance to win a **£150 Amazon voucher** provided by our competition partner, **HFL Education**.

We'll draw a winner at random during the Customer Awards, but you must be in the room to win!



Arbor Labs, Live!

Rooms 11B and 11C

In-person only



Arbor Labs is the hands-on corner of ArborFest. You'll get a first look at some of the exciting new features we're building, and the opportunity to start testing them yourself and give feedback.

11.10 – 11.50am and 12.00 – 12.40pm (11B)

Parent App

Get your hands on the very first prototype of our new Parent App and learn about where we're going next with parental engagement. Perfect for staff managing parental engagement in primary schools.

11.10 – 11.50am and 12.00 – 12.40pm (11C)

Teacher Experience

Join our interactive Teacher Experience classroom to see how we're improving lesson management by making everyday tasks quick and easy. Perfect for teachers, and school staff managing attendance and behaviour.

1.40 – 2.20pm and 2.50 – 3.30pm (11B and 11C)

Assessments

Start building marksheets with our new assessment functionality, applying them to your own school context, data, and frameworks. Perfect for Assessment Leads and Data Managers of all phases.

Continue the conversation over on *Arbor HQ*



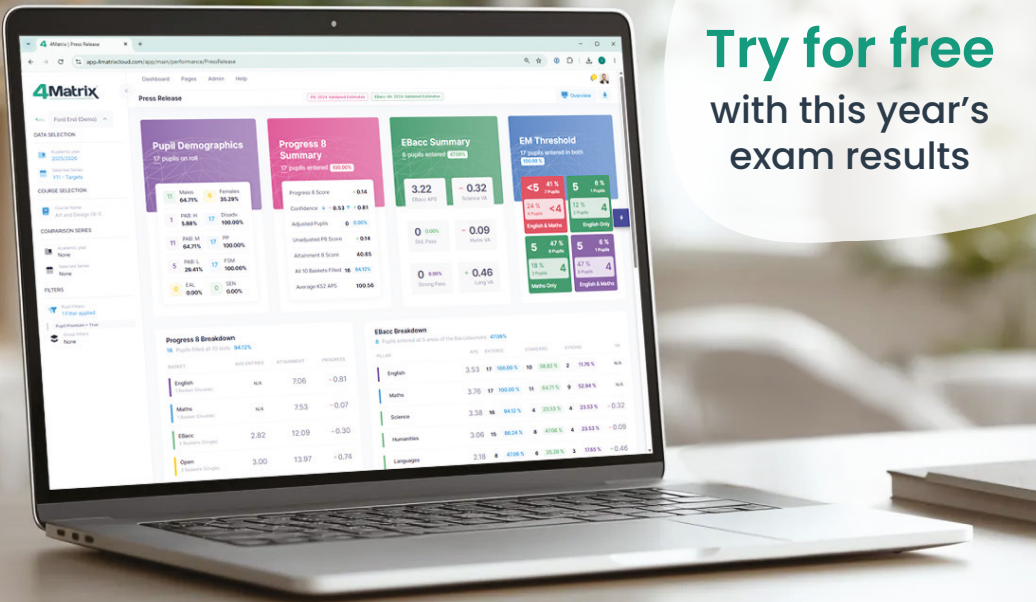
Arbor HQ is your go-to space to network with fellow Arbor users, share top tips, and learn from each other.

Over **15,000** Arbor users are already on Arbor HQ



- ✓ Join exclusive Arbor HQ meetups and webinars
- ✓ Meet and network with other Arbor users
- ✓ Ask questions to each other and share best practice
- ✓ Be the first to know about new features and product updates





Try for free
with this year's
exam results



EXPERT ACCREDITED ARBOR
SUPPORT AT THE END OF
THE PHONE

Cygnets IT Services CIC offer a fully accredited Arbor support service including, support agreements, training and ad hoc consultancy on all modules within the Arbor software. Our team are predominantly from a school background, we have practical experience of school processes, routines, and an understanding that when schools need help they need it there and then.



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CYGNET ARBOR SERVICES

- Standard or Premium Support packages for schools
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- Help at the end of the phone (call to talk through your queries)
- Remote support (Cygnets staff can remote onto users machines to guide through resolutions)
- Termly scheduled live online training (www.cygnets-it.org/events) – open to all
- Bespoke adhoc training and consultancy (we offer bespoke one off training or consultancy for non customers)
- Migration Support (New to Arbor or just migrating, we can help to smooth the process)

CONTACT

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- www.cygnets-it.org
-



Expert Partner

020 3475 4463

hello@4matrix.com

4MatrixCloud.com/promo

We hope you enjoyed

#ArborFest

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