

Defaqto Conference 2026: The Data of Record

Wednesday, 16 September • County Hall, London SE1

How independent, verified market data is becoming the defining competitive advantage in financial services

[Visit the conference website](#)

Back by popular demand, Declan Curry returns as our master of ceremonies for 2026. A respected journalist and broadcaster with almost 30 years covering business, economics and politics.

TIME	SESSION	FORMAT
09:15-10:15	Arrival, coffee and networking	Networking
10:15-10:25	Welcome Sally Boyle, Chief Sales Officer, Defaqto	Welcome address
10:25-10:55	What AI is doing to trust, decisions and connection Emma Boardwell	Keynote
10:55-11:20	The value of getting the buying journey right Exploring the connection between transparent, fair and easy buying journeys and value for customers and providers.	Discussion
11:20-11:35	Coffee break	Break
11:35-12:05	What's really driving the purchase decision New independent consumer research commissioned by Defaqto and carried out by Savanta.	Presentation
12:05-12:30	Three AI problems on the horizon, and how verified data can help Three emerging AI challenges for providers, explored from different industry perspectives.	Panel discussion
12:30-12:45	The opportunity behind the ratings How Defaqto's independently verified database supports providers, aggregators, media and insurtech partners.	Talk
12:45-13:30	Lunch	Break
13:30-13:45	The view from outside (no algorithm required) Declan Curry on the economic mood, regulation, consumer behaviour and distribution.	Talk
13:45-14:30	Defaqto Star Ratings and the 2027 vintage preview What's changing in Star Ratings and what's coming in 2027 across home, motor, pet and travel.	Panel discussion
14:30-15:00	The winning edge James Cracknell on performance, resilience and sustaining a winning edge.	Keynote
15:00-15:05	Conference close and move to awards	Closing remarks
15:15-17:00	Insurer of the Year Awards, Banking Award and networking drinks	Awards networking

Make it your conference.

We want the day to be interactive, useful and relevant. Every session will welcome questions from the room. If there's a topic you'd particularly like us to cover, email events@defaqto.com in advance and we'll make sure Declan has it on his list.