

2013 CONFERENCE PROGRAMME



KEYNOTE: Britain and Europe: coalition and rupture
Michael Portillo



KEYNOTE: Optimising human performance: learn how to operate by understanding your mind
Steve Peters,
Consultant Psychiatrist



KEYNOTE: How not to make a catastrophe out of a crisis
Stephen Carver, Lecturer in Project & Programme Management, Cranfield

MASTERCLASS: BE THE MASTER OF YOUR OWN DESTINY

In your HEART - the key to astonishing performance • Ian Hunter, VP Services & Solutions Marketing, International Business, Fujitsu Services & Chris Stock, Managing Director, FourThirds
Developing mental toughness – the winning mindset of champions • Priscilla Hother, Co-Founder, Anna Golawski, Executive Coach and Liz Harrison, Business Psychologist, All Being Well
The importance of personal branding • Jacqui Malpass, personal branding strategist
One-to-one executive coaching • Chris Stock, Managing Director, FourThirds; Ann James, Director, Principium; James Smallwood, Managing Director, Tinderbox Consulting; Linda Marshall, Consultant, Space Connects; Helen Robinson, Executive Coach, HR Projects
Overcoming stupidity in the world around you • Andy Green, creativity consultant
Storytelling in business • Mark Quirk, Chief Experience Officer, Reach Remarkable

MASTERCLASS: THE 360° CUSTOMER

Every journey matters – how a renewed focus on customers is delivering for Transport for London
• Chris MacLeod, Marketing Director, Transport for London
The ten principles behind great customer experience • Matt Watkinson, customer experience expert and author
Getting the customer data relationship right • Alan Mitchell, Strategy Director, CTRL+Shift
What does midata mean for your brand? • Alan Mitchell, Strategy Director, CTRL+Shift

MASTERCLASS: BRAND SHAKE-UP

Perfecting the art of brand differentiation • Pete Markey, Chief Marketing Officer, RSA Group
Challenger brands – does it pay to be different? • Fiona McAnena, Partner, Clearhound
A walk on the wild side • Eirene Craske, brand strategy & integrated communications consultant

MASTERCLASS: THE SCIENCE OF MARKETING

Using improved understanding of human behaviour to boost growth • Rory Sutherland, Executive Creative Director, Ogilvy & Mather UK
Mobile today, mobile tomorrow • David Senior and Michael Worley, Founders, Spark33
Marketing decisions and the economics of customer behaviour • Prof Robert Shaw, Honorary Professor, Cass Business School & David Merrick, Director, Quantalise
How can the enterprise improve marketing efficiency through better use of technology? • Charles Kirchner, CEO, Marketing Logic
Global economic outlook • David Smith, Economics Editor, The Sunday Times

MASTERCLASS: THE CLIENT:AGENCY RELATIONSHIP

Work smarter: how to improve the client:agency buying process? • Panellists – Paul Bainsfair, DG, IPA (chair); Pete Markey, Chief Marketing Officer, RSA Group; Helen Weisinger, Marketing Partner, The Portas Agency; Patrick Woods, Consultancy Manager, ISBA; Richard Woodford, Global Procurement Director, GlaxoSmithKline
Top tips for choosing the right digital partner • Patrick Woods, Consultancy Manager, ISBA

OUR AIM IS SIMPLE...

The Marketing Forum gives you room to think. Think about your brand, your customers, your strategy and yourself. We want you to take a step back from the day to day pressures of the office and use this valuable headspace to consider the next steps for your organisation, department and your own career.

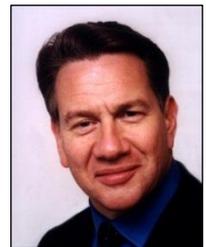
Our programme covers a wide range of issues facing senior marketers and the masterclass structure aims to help clients quickly identify which sessions are most relevant.

We'll use a variety of session formats, ranging from large keynotes down to small roundtables, but the majority of our sessions are interactive in nature and encourage input from everyone in the room.

KEYNOTE PROGRAMME

OPENING KEYNOTE: Michael Portillo, Former Conservative minister **Britain and Europe: coalition and rupture**

In our opening keynote, Michael will explain what went wrong with the Coalition's policy for growth and how economic improvement will remain elusive as long as the euro crisis continues. As Europe seeks to create a political union and is absorbed with its currency, Michael will share his views on why it is distracted from the bigger problem in play - how to reduce the size of government to regain competitiveness.



Michael Portillo has had a distinguished career both in national politics and in the media. His political achievements included spells as Secretary of State for Employment and Secretary of State for Defence in the Thatcher and Major governments and Shadow Chancellor under William Hague.

Michael Portillo is now a regular presenter of the weekly political programme This Week on BBC1 as well as currently presenting the series Great Continental Railway Journeys on BBC2.

THURSDAY KEYNOTE: Dr Steve Peters, Consultant Psychiatrist **Optimising human performance: learn how to operate by understanding your mind**

Do you sometimes regret your behaviours and wonder why you appear to sabotage your own plans by being emotional, irrational or impulsive? Do you face some situations with fear and fail to reach your potential? Can feelings of self-doubt, low confidence or destructive emotions consume everyday activities?



Leading Consultant Psychiatrist, Dr Steve Peters, knows more than anyone how our beliefs and behaviours can impact negatively on our professional and personal lives. In this keynote Steve will share his phenomenally successful mind management programme that has been used to help elite athletes and senior managers alike to optimise the functioning of their mind by understanding how it works.

Dr Steve Peters is the consultant psychiatrist who supported Team GB's extraordinary success in cycling at the London 2012 Olympics. His phenomenally successful mind management programme has helped elite sports people like Chris Hoy, Ronnie O'Sullivan and Victoria Pendleton perform at their optimum level. He has also worked with senior management for corporate industries undertaking individual and teamwork.

FRIDAY KEYNOTE: Stephen Carver, Lecturer in Project & Programme Management, Cranfield University School of Management

How not to make a catastrophe out of a crisis

The Chinese word for “crisis” is the same as their word for “opportunity”. BP, Costa Concordia, Enron – the list is ever growing of global corporates who failed to properly manage a crisis and paid with their reputation, balance sheet, market share and in some cases their very existence.

With increasingly global complexity in and the rise in social media, many conventional tools for managing crisis are beginning to break down. This session will show how to not only manage a “black swan” event but in some cases, actually emerge stronger than before.



Stephen Carver is rated as one of the top 3 lecturers at one of Europe’s top MBA Business Schools. He has a reputation of taking complex management concepts such as project, programme and crisis management and being able to distil them down, into highly informative and fun lectures - often using “storytelling” techniques.

Stephen has spent most of his working life in real business and his attitude is “if you haven’t done it – you shouldn’t be teaching it!”. He is an unusual blend of Academic, Businessman and Teller of Tales. He has worked in almost every country of the World, has appeared regularly on National Radio and TV and has even presented at the Royal Albert Hall.

Friday night entertainment: an audience with Phil Tufnell

Former England cricketer, now television personality and after-dinner speaker Phil Tufnell, is affectionately known throughout the cricketing world as ‘The Cat’. Phil has entertained many television and sporting crowds over the years.

During recent times, Phil has been able to combine his cricketing expertise and mischievous reputation, with his position as a much loved television and radio presenter and participant. He regularly enjoys the banter referring to his alleged misdemeanours.



Phil is a team captain on the BBC panel show A Question of Sport. He makes regular appearances as a reporter on BBC’s The One Show. He appeared in one of the teams on BBC’s Sport Relief Does The Apprentice. Through the huge following from I’m a Celebrity...Get Me Out of Here, when over 13 million people watched Phil crowned as King of the Jungle, his popularity is undoubted.

Phil will be interviewed by Alison Mitchell, Britain's only female cricket commentator working with the BBC's Test Match Special and co-presenter of the Phil Tufnell Cricket Show on Radio Five Live last summer. She has toured to every major test playing nation with the England team.

MASTERCLASS PROGRAMME

This year's conference programme is split into five areas (masterclasses):-

Be the master of your own destiny (professional development)

The 360° customer

Brand shake-up

The science of marketing

The client:agency relationship

Guided by the industry's leading experts in each field, these masterclasses offer delegates the opportunity to get under the skin of these critical issues to identify quick fixes to immediate problems and consider longer term strategies.

Each masterclass will be delivered through a series of seminars, workshops and roundtables. Delegates can choose to focus on one area or join groups from across the whole programme.

MASTERCLASS 1 – BE THE MASTER OF YOUR OWN DESTINY

In your HEART - the key to astonishing performance

Ian Hunter, Vice President Services & Solutions Marketing, International Business, Fujitsu Services and Chris Stock, Managing Director, FourThirds

Astonishing performance comes down to the combination of personal, spiritual and business life into a 'whole person' approach based on health, energy, authenticity, resilience and team – HEART. HEART is a toolset to enable you to galvanise yourself and individuals within your organisation to achieve astonishing productivity through the engagement of mind, body and soul. Chris Stock and Ian Hunter will consider with you:-

- How to go from great to astonishing
- Your personal approach to success
- What actions you can take to make change
- What will happen when you became astonishing

Inspired by a chance encounter with a holy man on a mountain biking adventure through the Himalayas, backed up with research interviews of successful business leaders and underpinned with academic research, Ian Hunter and Chris Stock have the insight to help others achieve astonishing performance. They will entertain and get every member of the audience to reconsider their personal approach to success by putting in place new personal behaviours to achieve astonishing performance and their goals.

Develop mental toughness - the winning mindset of champions

Priscilla Hother, Co-Founder, Anna Golawski, Executive Coach and Liz Harrison, Business Psychologist, All Being Well

Developing your mental toughness enables you to stay confident and focused in challenging times, as well as to thrive through uncertainty and change. Mental toughness is cited as a key contributing factor to the success of winning athletes at the London Olympics, Paralympics, US Open Tennis and Ryder Cup last year.

In this session you will:

- Understand mental toughness including the supporting background and research
- Appreciate its importance in the workplace
- Learn how to increase focus and commitment at work
- Gain powerful insights and techniques for building your own mental toughness
- Learn how to deal better with pressure and stress
- Have the opportunity to complete a mental toughness questionnaire and profile.

We show how mental toughness explains why, when two individuals are placed in the same working environment and experience identical pressures, one succumbs to the pressure of stress, whereas one thrives. We also highlight how you can apply mental toughness to overcome your current leadership challenges and to deliver high performance by increasing your own and your team's resilience.

One-to-one executive coaching session

Coaches: Chris Stock, Managing Director, FourThirds; Ann James, Director, Principium; James Smallwood, Managing Director, Tinderbox Consulting; Linda Marshall, Consultant, Space Connects; Helen Robinson, Executive Coach, HR Projects

Having a dedicated coach is an invaluable pillar of support for any business leader. An executive coach helps individuals identify paths of professional & personal progress and act on the desire to learn & grow.

Whilst we can only offer you a short one-on-one coaching session, we hope this initial discussion will help you, amongst other things...

- Identify unrealised areas of potential in your life
- Explore ways to achieve balance between work, leisure, family, social and other important areas of your life
- Get an independent perspective on an issue you are currently working through
- Assess whether you would benefit from working with an executive coach on a more permanent basis.

What you discuss in the 45 minutes is up to you. The ultimate goal will be to help improve your performance and enhance the quality of your life.

Overcoming stupidity in the world around you

Andy Green, creativity consultant

The world is getting more stupid. And it's affecting you and your business. Too often the bureaucrats are ruining your life. The nemesis to 'stupidity' is creative flexible thinking. Find out how to manage the five levels of stupidity in your life and what to say next time to the person in charge of saying 'No'. A survival kit for modern-day work.

Learning outcomes:-

- Improve your flexible and creative thinking skills to know how to respond when people say *'This is the thin end of the wedge'* and the rest of the Stupidity Top Ten
- Five great strategies to outmanoeuvre bureaucrats who say 'no'
- How you are never alone with your creative friend - to help you do the 'right thing'
- The best creative thinking responses to the 1,2,3,4, and 5 star stupidity in your life
- How to be 'creative' and 'uncreative' to achieve your optimum innovation balance
- Find out how the UK failed to spot the potential of the 'Millennium Bridge Wobble' - and how you could be missing great opportunities in your work

Storytelling in business

Mark Quirk, Chief Experience Officer, Reach Remarkable

Stories are at the heart of social society, yet in business the primary route of connection is through product features and benefits. This leads to many businesses missing the opportunity to make a real connection with their intended audience. In this session we'll explore the topic of storytelling in business, with the simple aim of engaging our customers and clients in a way that goes beyond the comparison of features and benefits on a website.

The importance of the personal brand

Jacqui Malpass, personal brand strategist

Developing your personal brand is essential for the advancement of your career and development as a leader. A well crafted and managed personal brand will showcase your expertise, build your reputation and mark you out as someone unique – essential for success in this fiercely competitive world. In this personal branding for marketers workshop, delegates will discuss...

- Have you defined your personal brand? How to be clear about the image you intend to project
- Does your social media presence reflect who you are, your knowledge, skills and passion and what you represent?
- Reviewing and refining – shifting responsibilities and new events in life can require you to re-establish your brand. How to take advantage of change
- The impact of a negative or non-existent personal brand

MASTERCLASS 2 – THE 360° CUSTOMER

Every journey matters – how a renewed focus on customers is delivering for Transport for London

Chris MacLeod, Marketing Director, Transport for London

Transport for London (TfL) is one of the world's largest integrated transport authorities with around 12 million public transport users and millions more using the Capital's roads. To better meet these customers' needs, TfL is taking a renewed approach to all its marketing and communications under the positioning 'Every journey matters'.

Marketing Director Chris Macleod, will share how TfL has developed this positioning and created a set of reputational 'drivers' which inform all its customer programmes. In this session Chris will outline -

- The range of operational and communications activities in place to improve the customer experience
- TfL's customer service revamp
- The big commitment to digital communications, including a new website, major CRM programmes, a greater use of social media channels and an 'open data' policy enabling independent app developers to produce useful online information tools
- How this approach was demonstrated during the London 2012 Games when the TfL was able to carry record passenger numbers across all its services whilst smoothing demand throughout the period to keep London moving and contribute to one of the most successful Games ever.

The ten principles behind great customer experience

Matt Watkinson, customer experience expert and author

Customers are powerful. They have a loud voice, a wealth of choice and their expectations are higher than ever. This presentation will (re)introduce you to ten principles you can use to make real world improvements to your customers' experiences and show that making these improvements doesn't need to be complicated or expensive.

In this presentation, Matt Watkinson will explore:-

- The common obstacles businesses face to improving their customer experience
- Explain why efforts to make significant improvements often fail (we'll give you a clue - the process doesn't work)
- The implications of the customer experience revolution for marketing and advertising
- Explain the simple, universal principles that you can start using today to build a great brand reality, not just a great brand image.

Getting the customer data relationship right

Group moderator: Alan Mitchell, Strategy Director, CTRL+Shift

How brands collect and use customers' data is now a hot reputational and operational potato. The right relationship leads to high levels of permission, opt-ins and willingness to share additional data. The wrong relationship undermines trust and encourages customers to 'go dark'.

In this roundtable discussion, Alan Mitchell will lead a conversation on....

- What does a good customer data relationship look like?
- How to get there – dealing with obstacles along the way?
- What's at stake? Does the data relationship really matter?
- How does this fit with broader brand considerations?

What does midata mean for your brand?

Group moderator: Alan Mitchell, Strategy Director, CTRL+Shift

The Government's midata programme to get brands to release the data they hold on customers back to the customer now has legislative backing. Similar programmes are gaining traction in the US and Europe. Join the discussion with Alan Mitchell to find out how brands can / should respond.

MASTERCLASS 3 – BRAND SHAKE-UP

Perfecting the art of brand differentiation

Group moderator: Pete Markey, Chief Marketing Officer, RSA Group

Standing out from the crowd has never been so important. And never has it been so hard. The benefits of having a differentiated brand spread far beyond the relationship with consumers yet most big brands struggle to rise to the challenge.

So what is it about your positioning and personality that could set you apart from the rest? In this roundtable group, clients will share

- Practical ways to differentiate what they do (product), how they do it (customer experience) and why they do it (being meaningful)
- Thoughts on who is getting it right (and who isn't)
- Suggestions and ideas on where their fellow group participants might be 'missing a trick'

Challenger brands – does it pay to be different?

Group moderator: Fiona McAnena, Founder, Clearhound

The concept of challenger brands has been around for many years, but with the battle for market share at an all time high, brand custodians have an important question to ask themselves: if they're not the industry leader, should they play safe and simply follow the crowd or challenge the market leaders by taking a high risk game-changing approach?

In this roundtable group clients will discuss:-

- What does it mean to be a challenger brand?
- How does it vary by industry sector? What about b2b versus b2c brands?
- Does it pay to be different, or can you succeed by being a fast follower?
- How to be challenger ready – creating the right culture and getting business support

Care to dare

Group moderator: Eirene Craske, brand strategy and integrated communication solutions

At the end of 2012, Coca Cola shared with the world their 70/20/10 investment model – a content marketing vision which sees them allocate 70% to low-risk, bread and butter content; 20% to innovations that are based on what had worked in the past and 10% to high risk content involving brand new ideas. Whilst most organisations won't (and probably shouldn't) adopt this model in its totality, a marketer is still expected to be creative and open to experimenting with new ideas.

In this discussion group, clients will bring and exchange their ideas for the offbeat, quirky or simply innovative (whether it comes to creative, promotional mechanics, product innovations, or using unorthodox messages and/or communication vehicles), preferably with ROI and success evaluation metrics examples where appropriate.

MASTERCLASS 4 – THE SCIENCE OF MARKETING

Using improved understanding of human behaviour to boost growth

Rory Sutherland, Executive Creative Director, Ogilvy & Mather UK

Consumers are by their very nature irrational creatures and traditional economics often fails to explain how they make decisions. By having a deeper understanding of human behavioural instincts and drivers, marketers can strengthen the development and delivery of their marketing activity and will ultimately improve impact and effectiveness.

Partly focusing on behavioural economics and partly addressing the wider issues surrounding marketing's raison d'être, advertising chief Rory Sutherland will share his ever-unique insights into...

- How the best hope of economic growth is to improve understanding of human psychology and behaviour
- How behavioural economics can practically support marketing strategy development and delivery
- How more scientific, psychological intelligence will help marketing and finance departments communicate more effectively
- Why marketers should embrace the counterintuitive
- Why not everything needs an ROI

Mobile today, mobile tomorrow

David Senior and Michael Worley, Founders, Spark33

Mobile is the most important information and communication revolution since the birth of the internet. Most of us now possess a device in our pockets that is capable of accessing the entirety of information since the birth of mankind.

Following rapid growth and innovation over the last 5 years, since the birth of the AppStore, and the calibre of user experience it provides, it's often taken for granted how greatly smartphones and tablets affect everyday lives and it's easy to see why enterprise companies have taken a head-first approach to mobile development and mobile strategy.

So, why go mobile at all? What value can it return to your business, your clients, your organisation? How do you handle security and manage the devices and apps, how do you decide how to prioritise business cases for different apps?

This roundtable discussion will give delegates the chance to share ideas about:-

- Value to the user, value to the business - how to align these programs with the overall business objectives and initiatives
- Why and how to use this revolution as an opportunity to rejuvenate the company's information ecosystem
- How to remain agile in this consumer led market. What happens in mobile today and how to prepare for mobile tomorrow

Marketing decisions and the economics of customer behaviour

Professor Robert Shaw, Honorary Professor of Marketing Analytics, Cass Business School and David Merrick, Founder Quantalise Ltd

Decision makers can get caught in the attitudes-intentions-preferences paradigm and this can lead them to briefing agencies and creating zero-sum ideas which trigger customer responses that eat into brand equity.

This session explores how the return on ideas approach can lead decision makers to create win-win ideas that align customer behaviour with the economic objectives of their brands.

We will examine:

- What's the matter with the attitude-intention-preference paradigm?
- How brand economics and customer behaviour are often tangential to one another but can be aligned
- When good decisions go bad: anchoring, groupthink, butterfly, ostrich, prisoner, micro and macro-managing
- How the return on ideas approach enhances decision making by filtering out the tangential choices and reinforcing alignment between brand equity and customer behaviour

This session will be illustrated with practical case studies and show how return on ideas can assist with marketing decisions across a wide range of situations.

How can the enterprise improve marketing efficiency through better use of technology?

Charles Kirchner, CEO, BrandMaker

While most organisations are using social technologies in some way, very few are anywhere near to achieving the full potential benefit. This roundtable discussion will bring together marketers and CIOs and explore the untapped potential that can be released through smarter collaboration and communication.

The conversation will particularly focus on:-

- How an improved infrastructure can deliver a richer customer experience
- The internal cultural issues in play
- How technology can help focus your scarce human resources on value-added activity, not admin
- Reducing "non-working" spend that can be re-directed to driving top-line growth and brand-building
- Enabling marketers and CIOs to communicate in the boardroom, using language meaningful to the CEO/CFO
- Quick-and-dirty ways to measure results
- 5 key do's and don'ts

Global economic outlook

David Smith, Economics Editor, The Sunday Times

We are in an age of instability. The world is changing fast as a result of the financial crisis and the rise of emerging economies. So what might the future hold, what prospects are there, is there light at the end of the tunnel, and if so – do we know how long the tunnel is?

David Smith, Economics Editor at The Sunday Times will offer a route map through these dramatic changes in the global business environment and share his views on what is in store.

MASTERCLASS 5 – THE CLIENT:AGENCY RELATIONSHIP

Work smarter: how to improve the client:agency buying process?

Panellists:- Paul Bainsfair, Director General, IPA (chair); Pete Markey, Chief Marketing Officer, RSA Group; Patrick Woods, Consultancy Manager, ISBA; Helen Weisinger, Marketing Partner, The Portas Agency; Richard Woodford, Global Procurement Director, GlaxoSmithKline

The journey from initial sales contact through to appointing an agency is frequently paved with frustrations and complications, predominantly driven by poor communication. This panel session will give both clients and agencies the opportunity to candidly share their views on how to better the experience for all involved, with a focus on proactively agreeing best practice & improvement areas for both clients and agencies to take on board.

Leaving personal hobby horses at the door, our panel and audience will discuss:-

- Making the initial contact - how do clients want to be 'sold' to?
- Preparing the perfect brief – what do agencies need to know and the impact of a bad brief
- Where does / should procurement fit in?
- The pitch – best practice, pitch 101
- Does any of this matter if the chemistry isn't there?

Top tips for choosing the right digital partner

Patrick Woods, Consultancy Manager, ISBA

However you approach digital in your organisation, you need to be clear in what you are asking each agency to deliver and, before looking for a new partner, have the right conversations with your internal stakeholders and existing supply base. And before all else, ensure you are aligned in your own business first, with the right team in place.

In this group discussion, Patrick Woods, Consultancy Manager at ISBA will help clients navigate the decision-making process when looking for a digital agency. In particular, Patrick will offer advice on:-

- The questions to ask of any potential agency
 - Getting buy-in from internal stakeholders
 - Preparing the brief you want your agency to fulfil
 - What sorts of agencies you should be considering
-

NETWORKING AGENDA

In addition to the main conference programme, delegates have many less structured opportunities to spend time with peers; learn from them, help others who are facing the issues that they have successfully overcome and extend personal networks.

One-to-one meetings

We will set up one-to-one meetings between delegates who are keen to meet each other in an individual rather than group setting.

'Extra-curricular' activities and entertainment

We know that delegates like to have some 'down time' at the event and to make full use of the ship's facilities we will be offering some completely non-business related activities for delegates to take part in:-

- Wine and cheese tasting
- Galley visits
- Casino lessons
- Football tournament
- Aerobics
- Spa and salon
- After-dinner entertainment (comedian, quiz, karaoke, shows)

Informal networking

There are countless opportunities to informally network with all forum attendees – speed meetings on the first night are a great ice-breaker, relax with a coffee in one of the ship's many lounges during free time and the after-dinner entertainment offers some light relief after a busy day.

For more information please contact Kirsty Brown – 020 8487 2208 / kbrown@richmondevents.com.