

2016 CONFERENCE PROGRAMME 5-8 OCTOBER 2016, THE AURORA

Following the momentous events of Brexit, marketers will be reviewing their plans in the face of uncertainty. In the era of the consumer, new initiatives are needed like never before to meet their needs and capture hearts and minds – but why should they pick your product, your service or your organisation?

Are you equipped to meet the challenge? Do you have the skills and know-how needed to stay ahead using an ever increasing array of apps, platforms, devices and media? Have you honed your personal skills and structured your organisation to meet new and disruptive forces?

This year's Marketing Forum aims to give you a perspective during a time of unprecedented change, as well as providing you with the personal and professional skills you'll need to make the most of this new order. Now's the time to present yourself, your brand and your company in its best possible light. This conference aims to provide you with the insight and skills to ensure you do!

We are pleased to be working with the following organisations & partners in 2016:



The Voice
of British
Advertisers



Confirmed presentations:

KEYNOTE SPEAKERS

Daniel Hannan, MEP for South East England

Brexit: Uncharted territory – where to now?



The results are in and Britain is out!

With a new Prime Minister and a new outlook, where are we now? Is the volatility of the financial markets a judgement on our prospects? Will the fallout be fatal or can we move forward to a prosperous and independent future? What of the risks of a destabilised Europe? Will there be a single market to trade with and will there be a United Kingdom? Will a change in government direction mean a change in economic policy? Many had hoped for the end to uncertainty and a quick return to 'normality', instead we have a new era. As we embark on an uncharted social, political and economic journey ... where will it lead us?

Join Daniel Hannan, British Politician, Journalist, Brexit Campaigner and long term MEP to discuss the consequences.

David McWilliams: Economist, author and broadcaster

The world economy in 2017



Following Brexit, what lies ahead in European and international economics? What are the implications for the UK and the Single Market? Will the EU's sluggish economy, riddled with inconsistencies and excessive regulation, break into even a trot? On the global front, will the Chinese economy continue to contract or regain its upward trajectory? Will US interest rates rise? Will the price of oil stabilise and what are the likely repercussions of the latest turmoil in the Middle East?

Deciphering the uncertainty is what global economist and much published David McWilliams does best. Professor, practitioner and keenly sought after speaker the world over, David's unique insights provide companies with essential guidance in an increasingly unsteady and unpredictable world.

David McWilliams has devoted his entire professional life to understanding economics and developing his own world-view of how the global economy operates. His objective is to make this knowledge and these insights as widely available and easily understandable on as many platforms and to as many people as possible. His economics festival "Kilkenomics" is described by the FT as "simply, the best economics conference in the world". David has worked extensively in the public and private sectors. He was an economist in the International Relations Department of the Irish Central Bank; Chief European Economist at UBS, Europe's largest bank; and Head of Emerging Markets Research at Banque Nationale de Paris. He hopes that by joining Trinity Business School he can bring his years of international experience to a new group of enthusiastic students and a different way of thinking for future Irish Economists.

Dr Michael Foale CBE : Astronaut, Scientist, Inventor

You too can save the space station!



NASA's former record breaking astronaut will describe his journey from being born in rural Lincolnshire to becoming the man who saved the Mir space station following the only collision in space. He will give practical insights into being selected for and shaping high performance teams, maintaining leadership and team work under pressure and innovation under extreme and unique danger and high profile pressure. In short he will describe how to be a leader when things have gone completely wrong.

Mike will also draw on his experiences as Chief of the Astronaut Expedition Corps, Assistant Director of the Johnson Space Centre, and Deputy Administrator at NASA Headquarters. He will give perceptions from his extensive international and cross-cultural high level work, especially with the Russians. He will cite specific programmes he developed at NASA to help both sides overcome bias and integrate US astronauts and Russian cosmonauts into teams capable of meeting some of the world's most complex challenges. In summary, he will share developing best behaviours as a leader, a team member and as an individual together with working and planning at the edge of human experience to manage risk and ensure high quality outcomes and innovations.

Michael Foale, CBE, PhD is a British-American astrophysicist and former NASA astronaut. He is a veteran of six Space Shuttle missions and extended missions on both Mir and the International Space Station. He was the first Briton to perform a space walk, and until 17 April 2008, he held the record for most time spent in space by a US citizen: 374 days, 11 hours, 19 minutes. He still holds the cumulative-time-in-space record for a UK citizen.

Mike has been into space on 6 missions and was Commander of the International Space Station (ISS), bringing the Hubble Space Telescope back to life and having a major role in saving the Russian Mir Space Station, following the only collision in outer space when, during Mir 23, the station was struck by a Progress resupply vessel. Mike has experience of multi-million dollar contracts and working with international partners including governments, businesses and former adversaries. He developed the leadership and team building programme for NASA's Astronaut office. He has held major roles of responsibility within NASA including Chief of the Astronaut Office Expedition Corps, Assistant Director of the Johnson Space Centre in Houston, and Deputy Associate Administrator for Exploration Operations, NASA Headquarters in Washington DC. After a 26-year career Mike left NASA to develop an electric aircraft to advance green aviation technology.

BREAKOUT SESSIONS

Developing the customer proposition: Key strategic initiatives to effect turnaround

Alasdair Stewart, Marketing and Communications Director – AXA Insurance (Case Study)



2007 – 2010 were tough years for AXA's UK insurance operation. Revenues and profits suffered and confidence in the company and its future was uncertain. The turnaround strategy created by new CEO Amanda Blanc and her leadership team required a rebasing of the company's activities and delivering against a set of customer promises. Marketing and Communications played a key role in restoring customer and staff confidence whilst the operational side of the business overhauled their performance and customer service levels. Alasdair will explain how Marketing and Communications contributed to the turnaround.

- The key strategic initiatives to effect turnaround
- Operational improvements
- The role of Marketing and Communications: creating clear marcomms and internal comms strategies
- Creating an enhanced customer proposition

Alasdair Stewart worked at Arla Foods Ingredients in Denmark where he had responsibility for marketing and communications prior to joining Independent Insurance in 1998 and subsequently AXA in 2001 where he was responsible for developing e-Commerce strategies for both organisations and managing implementation. In 2002 Alasdair became Business Development Director at Aurora Corporate Services, an insurance TPA, and following its successful sale in 2004, he moved to FWD Marketing as a Senior Consultant. Alasdair joined the CII in December 2008 where he had overall responsibility for Corporate Relationships within GI and managed the business development team. In May 2011 Alasdair joined AXA as Commercial Director. He now has responsibility for Marketing and Communications, Product Development, Market propositions, CSR and leads the company's Transparency initiative.

Mad, Sad or Glad? Why brands need to build an emotional connection with their target audience - best practice in how to do this and retain credibility and authenticity.

Louise Hodges, Head of Communications, Europe & Global Coordinator, Travelzoo (Europe) Ltd (Case study)



In a world where consumer trust is increasingly hard to win, companies need to work harder to build a robust relationship with their target audience. Expensive advertising campaigns are no longer enough to engage and retain your customer. The key to successful brand building is having a compelling and relevant story to tell - and the right 'cast' to deliver the message. This case study will look at how Travelzoo has used emotive story-telling to reach a huge global audience and position the company as one of the most trusted voices in the travel industry.

Louise Hodges is a natural disruptor in the communications and public relations industry. She runs global campaigns for Travelzoo, positioning the brand as the go-to source for media looking for travel insights and information. Louise has spent the past six years as Travelzoo's most senior communications executive, pulling together the 25 markets the company operates in and building brand awareness globally. In her previous role as Asia Pacific Head of PR at Tourism Australia, based in Hong Kong, she was responsible for building up Australia's brand presence in 11 Asian markets, including India and China.

Why customers buy! How to use neuromarketing to drive business.

Dr Lynda Shaw, CPsychol, Business Neuroscientist. (Workshop)



How do your customers think and make decisions? And how do we tap into what's going on in their minds way below conscious awareness? This workshop will identify the underlying reasons why consumers buy and discuss how to best utilise this knowledge. It will identify what the most effective marketing material looks like, how this translates to website design, blogs and videos and how to use this information to improve your marketing and strengthen your brand.

Dr Lynda Shaw is a cognitive neuroscientist, registered chartered psychologist, an Associate Fellow of the British Psychological Society, a Fellow of the Royal Society of Medicine and the Professional Speakers Association, a Forbes contributor as well as an entrepreneur and author of adult and children's books. She has a PhD in Cognitive Neuroscience and Business Improvement Strategy and has lectured in Psychology and Neuroscience at Brunel University. She has conducted research on brain function and impairment, specialising in consciousness, emotion and the effects of ageing and offers insight into a variety of relevant and often controversial issues.

How to make money by making a difference.

Daianna Karaian, Founder and CEO, Thoughtful. (Workshop)



Brand purpose, sustainability, social good...we know consumers want companies to make a more meaningful difference in the world and in their lives. But many brands struggle with how to do it. What does it all really mean? How do you do it in a credible way? And how do you ensure it's a source of growth rather than a drain on resources?

This session will draw on case studies from leading edge start-ups and challenger brands successfully combining a social mission with commercial ambition and will break down the strategic approach these brands share. And, in a short workshop, we'll explore how that approach can be applied to brands of any size, in any category.

Daianna Karaian founded Thoughtful, a lifestyle magazine focused on design that's changing things for the better and is driven by a firm belief that the things we buy should give us pleasure and not guilt. She and her growing community of readers—consumers, creatives and entrepreneurs—are leading a movement to take conscientious consumerism out of the niche and make it desirable and accessible to everyone. Thoughtful Works, the creative studio behind the magazine, helps brands meet the growing demand for products and services that make it possible to live well while making a positive impact, and delivering commercial results. An alumna of London Business School, Kellogg School of Management and the Marketing Academy, Daianna has worked at the intersection of marketing and sustainability for over a decade, with a career spanning the government, corporate, non-profit and start-up sectors.

Digital Transformation: Breaking down the silos in the marketing organisation to deliver a seamless customer experience.

Adele Ghantous, Director, Lapis Angularis



In the increasingly complex digital landscape, the proliferation of channels, touchpoints, data sources and marketing technologies are making it extremely difficult for marketers to operate efficiently, effectively and within policy. Join this session to discuss the challenges that marketers face every day: Adele will share how organisations can remain efficient, effective and compliant by:

- Streamlining ways of working and breaking down silos across all stakeholders in the marketing delivery process
- Leveraging marketing technology standardisation to bridge the gap in the organisation
- Creating an environment of transparency and accountability, within the brand organisation and across their partner agencies, to better assess marketing performance
- Achieving efficiencies, effectiveness and compliance
- Sharing knowledge and best practices

Adele Ghantous is the founder of Lapis Angularis which specialises in Digital Transformation and Marketing Operations helping marketers align stakeholders and streamline processes around marketing technology platforms to achieve efficiencies, improve ROI measurement and drive compliance. She has over 18 years of experience in the digital space developing new technologies and innovative solutions. Her career started with the launch of one of the pioneering high-speed internet over fibre optic in North America in 1997, after which she joined DoubleClick in Product Management, working on one of the leading global Email Marketing platforms. She then spent several years with WPP agencies, driving marketing transformation through the set-up of Marketing Operations centres of excellence for Wunderman's global clients, including Microsoft and Nokia, and for the various WPP media agencies. She is a published author, blogger and speaker and has an MBA from McGill University.

Branded Content: The basic recipe for success

Andrew Canter, Global CEO, Branded Content Marketing Association (BCMA)



The BCMA has developed a new method to maximise the benefit of using branded content as a core element of the marketing strategy. There is often a temptation to over-complicate things but the BCMA have developed a method to ensure we maximise the impact of any branded content campaign. Evidence shows a temptation to go straight to 'execution mode' without first identifying the problem that branded content is solving. By taking a step back and developing the strategic framework for the brand that is integrated across all activity, this results in the most successful branded content campaigns.

So once the strategy is agreed and the target audience identified, we recommend the ABCDE method: Activate Branded Content Distribute and Evaluate. When cooking, by using the best ingredients, the simplest of dishes can be elevated to an amazing experience. In the same way the simplest of branded content ideas are often the most brilliant and successful. This session will discuss current best practice.

Andrew Canter is amongst the leading practitioners in branded content and has over twenty five years' experience working in marketing communications.

He is Global CEO of the BCMA (Branded Content Marketing Association), the global industry body for branded content practitioners, run by practitioners, which promotes best practice, shares knowledge and grows the branded content industry. He has been instrumental in developing the content monitor evaluation system widely used by the industry and responsible for spearheading the development and launching BCMA chapters across the world.

He is also Chief Content Officer at Global Living Brands and co-author of the academic study, "Defining Branded Content For The Digital Age" and the eBook series, BOBCM (Best of Branded Content Marketing). He is also a member of the Brand Entertainment Cristal Academy.

The power of UGC: Effective ways consumer brands can leverage the power of user generated content.

Zoe Cairns, Social Media Expert, ZC Social Media



The rise of social media as a source of product information and reviews – can you control the message?

Viewing what other people say is now part of the customer journey and brands and publishers must leverage authentic and credible earned social content to increase brand advocacy, boost brand engagement and optimise sales conversations.

How to manage your brand reputation when others are taking it into their hands!

Zoe Cairns is a highly respected International Social Media Speaker, Trainer and Consultant, specialising in many areas, but focusing on one of the key areas people do not cover when they first set out in Social Media - their Social Media Strategy. She works with many companies, brands and Fortune 500 companies to make sure that they have a strategy and know how to implement high profile campaigns to get the maximum from their Social Media activities.

Zoe's passion is sharing the message about Social Media and how it can be used in business. She has travelled to many places to speak at many events including Poland (where she was commissioned by Seldia EU to attend a Roundtable Conference to speak to European Parliament and Government), Amsterdam (The Social Media Strategies Summit), India (Socialathon 2014 for Digital Market Asia), Ireland, Madrid (training a 1.2 billion company), Montenegro to speak for NATO, and Malaysia KL. She has appeared on ITV This Morning as a Social Media Expert to give her opinion on "When Social Media goes wrong!" and BBC World News Global TV.

Consent – a marketing nightmare or a new opportunity? The implications of the new General Data Protection Regulation (GDPR)

Ardi Kolah, Co-Programme Director at Henley Business School, founder of GO DPO® EU Compliance.



New regulation returns control over personal data to citizens with the requirement for "unambiguous" consent. This is not something that can be handed to the legal department but is an issue that all marketers must understand going forward. The GDPR will govern how brands process individuals' data across all EU member countries, eventually replacing the UK's Data Protection Act. How will this affect consumers' online behaviour and what will be the fallout for marketers?

Ardi Kolah is Co-Programme Director at Henley Business School and founder of GO DPO® EU Compliance, a specialist data protection, privacy and executive training company working with Henley Business School as the strategic partner on the Data Protection Officer (DPO) Programme. He has significant corporate communications, business, Government/NGO experience working with organisations including BBC, Accenture, Royal Navy, Defence Academy, WHO, Cabinet Office, BIS, RAF, YouGov, Brit Insurance, Genworth Financial, Disney, P&G and many others.

Ardi is the author of over 20 management books and Founder and Editor-in-Chief of the Journal of Data Protection and Privacy. He is a Fellow of the Chartered Institute of Marketing and was independently ranked in the Top 50 thinkers in the world by the CIM in 2003. He is a visiting lecturer with Kingston Business School, Cass Business School and London Guildhall Faculty of Business and Law.

Truth marketing, client service and the Inadvertent Saboteur®

Laurence Coen, Founder, Glorious Day



For marketing to mean anything, it has to make promises that have purpose and truth. Which is why the growth of a service brand depends as much on company culture as it does on marketing expertise. Laurence has tried to mobilise firm-wide behaviours behind a client/customer service promise in several organisations, and always runs into a significant and unforeseen obstacle: the Inadvertent Saboteur®.

During this session Laurence will discuss:

- Why client service is such a powerful source of differentiation
- Evidence (from his work with his clients) that client service can dramatically influence top line growth
- How the truth marketing approach can significantly enhance marketing strategy development
- Strategies for dealing with the Inadvertent Saboteur® – the real reason why great ideas rarely result in the growth they deserve.

In this session you will learn how to deal with the myriad forms of resistance that you will face when trying to implement a new, client/customer-service-led growth strategy, so that you stand a much better chance next time.

Laurence Coen is the founder of change agency, Glorious Day, the creator of the Inadvertent Saboteur®, and the former marketing director of Guinness Great Britain. His first experience of behavioural resistance was as a Unilever marketer, trying to get consumers to change their buying patterns. As he moved up the ranks in Mars and Diageo however, he found a much bigger challenge in the behavioural inertia of his colleagues. Unable to find a single methodology to help him unlock the power of mindset, culture and attitude on business performance, he left 'big business' to develop his own. The result is the Inadvertent Saboteur® methodology, which has helped to slice through resistance to change in the likes of Vodafone, Santander, Virgin and TUI Travel, and in a multitude of smaller businesses.

Brand Love: How to build a brand worth talking about.

Jamal Benmiloud, Co-author of 'Brand Love' and Chief Creative Officer, EARN Studios



In a world where the average customer grows up seeing 170,000 marketing messages by their 17th birthday; where 86% of people admit to sharing social media content in the bathroom; where 20% of smartphone users have installed ad-blocking browsers because of their loathing of advertising; customers only talk about the brands they LOVE. And, if customers aren't talking about your brand, you might as well not exist.

Fans don't just "like" these brands, they love them and help build them. And the good news is that it's neither expensive or exclusive to cool, cutting-edge brands. Brand Love is as achievable to all brands. Whether you're a bank, an airline or selling drinks. During the session Jamal will discuss:

- What is Brand Love?
- Why do some brands have it while others are just "liked"?
- How can you replicate their success formula to create your own marketing team of millions?
- Case studies include Red Bull, Monster Energy, Lego, Xiaomi, Airbnb, Skittles, Go Pro, Under Armour, Castrol & EE.

Jamal Benmiloud is former marketing leader at Red Bull and Monster Energy, now founder of EARN, the new model creative agency and co-author of "Brand Love". He is a straight-talking thought leader, with a reputation as one of the world's most disruptive thinkers in marketing. His experience working for global brands coupled with his vision for the future of marketing is both informative and inspiring.

Tomorrow's World Today: The disruptive forces shaping the world right now, and how we should respond.

Dean Van Leeuwen, Futurist, TomorrowToday Global



We're not just living in a time of fast-paced change, we're actually experiencing an era shift in history. Driven by technology, globalisation, shifting social values and even demographic shifts, amongst other mega-trends, every industry and sector of society is experiencing deep structural change. The rules for success and failure are being rewritten, bringing both threats and opportunities to every organisation in the world.

The marketing function is being affected more than most parts of your business, as disruption comes to your customers, your products and services and your communication channels. We'll look specifically at some of the ways that Marketing needs to change in the next few years in order to add maximum value to your organisations.

This workshop will overview a number of key disruptive forces that are shaping the world right now, showing how these forces are bringing significant changes to your industry, creating threats of disruption and opportunities for future growth. It will also highlight some of the new attitudes and actions required from your people if you are going to successfully navigate the future of work.

Managing the next generation: How to get the most out of your millennial talent in a digital world

Dean Van Leeuwen, Futurist, TomorrowToday Global



Today's young people have grown up in a world very different to that of older generations. Globalisation has shrunk the planet. Technology is endemic and everything is expected to be enabled by it. The Internet has revolutionised not only the way Millennials access information, but the way they buy and sell, the way they socialise, and even the way they meet partners (in life and business).

This workshop will introduce the 'Digital Natives', their world, and their view of "normal". It provides tools and insights that will assist with effective integration and understanding of this new group in the workplace.

We'll take you into the world and mind of Generation Y (Millennials). It will help you understand how they came to be the way they are, what you need to consider if you want to connect with them effectively, and it germinates strategic thoughts you need to consider if you are to maximise the opportunity that this new group brings, as both customers of your company, and staff or colleagues in your teams.

Dean Van Leeuwen is a founding partner of TomorrowToday Global, a consultancy that explores and helps leaders to succeed in a changing world. His areas of focus include leadership, strategy and future/disruptive trends. Dean's extensive global experience covers multiple industries. He has worked across 30 countries, with senior leadership for FTSE 250 companies and consulted to both large and small businesses and is passionate about the future of work. He has worked in business schools and institutions including the London Business School in their global executive development programmes. He studied economics and law and has a masters degree in business strategy.

DISCUSSION GROUPS

Our discussion groups provide an opportunity to take part in round table, conversation-only, peer to peer meetings moderated by a facilitator to encourage open and frank discussion of current issues and topics.

How to build a business for a post-advertising age

Alex Smith, Founder, Basics Arts



Brands have lost control of their message. As journalism, social media, and word of mouth have come to be the dominant forces which shape consumer opinion, old-fashioned creative campaigns have come to be met with scepticism and irritation. How can you capture people's imagination if they won't even listen to what you've got to say?

This discussion group will study the new marketing discipline pioneered by brands who have moved beyond creating interesting advertising to simply creating interesting companies, exploring why this is a better way of communicating in the internet age, and how anyone can follow their example.

Alex Smith is a strategist who has advised both established brands such as Innocent and The Economist, as well as disruptive start-ups like Unbound and Hello Fresh. He works with brands, agencies, and media bodies to help them meet today's consumer expectations by building interesting companies, instead of just interesting advertising. His work on marketing future has been featured in titles such as Campaign, Marketing, WARC, and Management Today.

Brexit: The repercussions for marketers

Richard Draycott, Managing Director of The Drum Network & Associate Editor of The Drum



It's fair to say June's Brexit result took the industry by surprise. So, as the industry (not to mention the country) continues to come to terms with the fallout from Brexit what are the changes we as an industry will need to address? Join this discussion group to work out what marketers need to be doing, post Brexit, to ensure they have a clear and concise plan going forwards. Who knows what next week will bring, let alone where we'll be in the coming months. However one thing is for certain - marketing and marketers must be prepared!

Richard Draycott has worked with marketing services agencies for almost 20 years as the former editor of leading marketing publications such as The Drum, The Marketeer and Adline and also as Media Editor for The Scotsman newspaper. He has been the Managing Director of The Drum Network – an organisation that focuses exclusively on helping agencies become rich and famous – for six years and his key role is to ensure that members are getting maximum value from the services that The Drum Network offers, while developing a deep understanding of the business challenges that members face in order to advise and guide them on the best routes to success. The Drum Network now works with 150+ agencies of all shapes, sizes, ages and locations.

Programmatic Media Buying – the new norm?

Steve Antoniewicz, Founder and Managing Director, RAR (Recommended Agency Register)



Automated media buying is predicted to account for 70% of online ad spend in the coming year(emarketer). Offering efficiency and scale, is it becoming the new norm? Using diverse data sources programmatic platforms can anticipate consumer behaviour and present them with relevant ads – and advertisers are now shifting from buying position to buying audiences. What are the risks and rewards of the growth of this system and how can marketers ensure they optimise their media spend? Will it spread to TV and other media?

Steve Antoniewicz is the Founder and Managing Director of RAR, a global platform for the sourcing and selection of marketing services. In 2007, after months of planning and collaboration with The Drum, Steve launched the new company and a new way for brands to manage their most important marketing decisions. Today over 40,000 brands have completed ratings and reviews on recommendedagencies.com and over 15,000 brands have used the online platform to find their new agency partners.

Before starting RAR, Steve served his time in the agency world. Starting out on reception, working through production, client service and new business departments, right through to agency management and latterly serving as a board member of national and international agency groups. Steve has co-authored books on successful business relationships, is a regular commentator on agency performance and effectiveness and is a frequent judge of marketing industry awards.

AGENCY PRESENTATIONS

Brand storytelling – the power of narrative in marketing.

Ed Woodcock, Co-Founder & Director of Narrative, Aesop

- How marketing has a lot to learn from make-believe
- How stories create value
- How narrative structures cut through noise
- How story-like executions stick in the memory
- So give your brand the structure of a narrative for long term success

Ed Woodcock is the Director of Narrative at Aesop, overseeing the strategy and editorial departments. Prior to Aesop, he spent over a decade in marketing consultancies and creative agencies, but it was only when he took some time out to do an MA in creative writing that he became aware of, and was excited by, the many links between narrative structure and brand planning. Plans to write a novel were side-lined by a new passion for brand strategy (and by a dislike of working by himself), which culminated in the founding of Aesop, a creative agency powered by narrative thinking.

Building Brand Loyalty – how B2B can learn from B2C.

Mark Maclure, Managing Director, Stream Comms Ltd



Building brand loyalty via digital channels is well established in the B2C world: but many B2B companies have arguably not evolved as fast in this space. Arguably this is because companies become too focused on their own agenda and fail to recognise that the B2B customer actually behaves similarly to a B2C customer and can be as loyal and responsive, once engaged.

Stream are specialists in building brand loyalty and maximising productivity through cutting edge digital solutions. Stream's expertise is mainly in the B2B sector. This session will explore how a B2C approach can work in a B2B world, drawing on some real life case studies from a range of sectors to demonstrate the ROI of digital engagement and subsequent brand loyalty. The session will also look at the latest innovation in B2C loyalty and how these might be usefully integrated into any business.

Mark Maclure is a founding director of Stream, and has over 25 years' experience in the world of marketing communications. Prior to this his past has included a 7 year spell in investment banking and a year sailing around the world. Mark has an innate ability to look forward and keep pace with the constantly changing digital landscape with a sound commercial acumen and a very broad range of business challenges.

10 Top Tips to Make Your Content Work Harder

James Erskine, Director of Media, The Big Shot

There is a huge focus on content marketing currently. It is pointless creating content if it is not going to deliver against a specific business objective.

James will offer some practical tips on how to get your content working harder for you. Showcasing real world examples from both the B2C and B2B space this session aims to discuss practical steps to both create content in a more efficient fashion and implement content marketing campaigns to deliver against specific KPI's.

The session will also look at ways to identify the right social influencers for your brand and how to harness the power of their audience for a content marketing initiative.

The Big Shot also run a quarterly consumer research piece which interviews and asks questions of consumers and their views on branded.

James Erskine has worked in the arena of ';content', ';advertorials' and ';advertiser funded programming' since he joined OMD UK as media planner/buyer in 2000. Since then he has worked with a number of brands and organisations including Vodafone, The British Army, Penguin Random House, the ATP, Dubai Tourism and Harper Collins to engage their target audiences on a level beyond traditional advertising. His work for Haymarket Brand Media was nominated for a PPA Award and his work for National Grid targeting students was nominated for a Marketing Week Engage Award.

He currently is responsible for strategy at The Big Shot, where he and his team fuse editorial, social and media partnership techniques to deliver business results for a broad client roster. In addition, it is his role to develop and deliver strategic solutions for The Big Shot's key clients. He first identified Social Talent and Influencer Marketing as growth areas and his since been instrumental in advances and creative campaigns in this area.

Brand Coaching - Six Rules of Customer Relationships.

Jeremy King, Managing Director, BLAC Agency

Relationship building techniques have, for decades, been invaluable to coaching techniques across numerous sectors but have largely been ignored by brands? How do you employ the relationship building techniques coaches use to work with individuals to the relationship between a consumer and a brand?

Looking at the six fundamental human needs, this presentation shows how brands can use the same techniques to address the needs of their customers, their employees and even their investors. The

key to our businesses, our careers and even our lives is in understanding our relationships with each other from persuading consumers to consider our products, to getting budget signed off from the board or persuading a teenager to tidy their room. This presentation will certainly help with the first two, and maybe offer a few clues to the third.

Jeremy King has over 20 years of business communications experience from engineering and manufacturing via door to door sales to senior global communications roles in B2B travel and technology businesses operating in 15 countries. He has recently studied with Google / Squared Online and is a qualified life & performance coach.

PERSONAL & BUSINESS DEVELOPMENT

Selecting the select – approaches and strategies to recruit and manage talent

Michael Foale CBE, astronaut, scientist, inventor.



Mike will draw on his experience of unsuccessfully applying to be an astronaut, being selected by NASA to be an astronaut and of interviewing applicants to what is possibly the most prestigious group of operatives in the world.

He will discuss managing experienced astronauts, including Generals, and how you improve the performance of those seen to be at the pinnacle of human achievement. Mike will also relate NASA practices that contribute to its workforce ranking as the top federal organisation in the world.

The what and the why of leadership

James Kerr, bestselling author, speaker and adviser



Writer, speaker and advisor James Kerr is the first outsider to gain access inside the legendary All Blacks rugby team. His international best seller, *Legacy*, reveals the secrets of their extraordinary success - *Champions Do Extra*, *they Go for the Gap*, *Sweep the Sheds*, *Play with Purpose* and *Leave the Jersey in a Better Place* to create a culture that delivers sustainable competitive advantage.

This session will discuss:

- The importance of values within leadership
- How leaders create leaders; mission leadership in the team and the organisation
- How winners handle pressure
- How to create marginal gains through exceptional leadership
- Turning purpose into practice
- Transforming strategy into everyday actions
- Creating a common cause for all levels of the organisation
- The essence of the keynote; storytelling as a leadership tool

Throughout this session James will weave in examples from his work to provide lessons for ambitious leaders on 'lifting their game'.

The winning mindset

Jeremy Snape, Founder, Sporting Edge



With compelling research from psychology and neuroscience brought to life by fascinating insights from sporting champions and coaches, delegates will learn how to develop the winning mind-set by learning more about:

- Dealing with pressure and stress.
- Retaining emotional control in high pressure situations.
- Developing and boosting your confidence.
- Maximising your focus and concentration.
- Sustaining commitment to achieve your long-term goals.
- Practical tools to boost coping resources in challenging times.

Jeremy Snape is widely regarded as one of the world's most innovative thinkers in the field of performance psychology, Jeremy has the combined experience of being a successful international cricketer and coach with a Master's Degree in Sport Psychology. On the sporting front Jeremy is currently working with Crystal Palace Football Club and the England Rugby Team and has held roles as Performance Coach to the South African Cricket Team as well as Shane Warne's victorious Rajasthan Royals in the Indian Premier League.

Jeremy has also supported some very successful corporate clients delivering team culture, leadership and executive coaching programmes for organisations such as BMW, Centrica, Barclays, EDF Energy, Coutts and Heineken. Jeremy's unique expertise in simplifying and communicating complex areas of performance is now yours to share.

A World of Cities: A New Map of the World Economy

Dr Steve Davies, Head of Education, Institute of Economic Affairs



Our understanding of the world is shaped by the way information is packaged and presented. Changing this can lead you to see things very differently. One major example of this is the way we see business, economic life, and the world economy through the prism of the territorial nation. In fact it makes much more sense to look at these things through the lens of the city region. Economically and socially we should think of the world as consisting of about two thousand city regions. Cities are the place where most growth and innovation happens. They often have more in common with other cities hundreds or thousands of miles away than they do with their geographical hinterland or rural areas close to them.

A map of the density of connections between people in various places makes this clear. You cannot really understand what is going on in business, in trade and production, and in politics if you continue to think of these things as taking place in units with names such as 'Britain', 'Germany', the 'US', and 'China' rather than in a web of links between places such as 'London', 'New York', 'Chongqing', and 'Munich' (not to mention Luanda, Sao Paulo, Istanbul, and Mumbai). In particular you will not really grasp the nature of the increasingly serious political divisions in the world, or understand what should be done to deal with them.

Steve Davies is Head of Education at the Institute of Economic Affairs in London. He has held this position since 2010, although he has had connections with the IEA since he was an undergraduate at St Andrews University in 1972. Before joining the IEA he was Program Officer at the Institute for Humane Studies at George Mason University in Virginia. From 1979 until 2009 he was Senior Lecturer in the Department of History and Economic History at Manchester Metropolitan University. While there he taught courses on a range of topics, including world history, the history of crime and the criminal justice system in the UK, and the history of the Devil. He has also been a Visiting Scholar at the Social Philosophy and Policy Center at Bowling Green State University in Bowling Green, Ohio.

A historian, he graduated from St Andrews University in Scotland in 1976 and gained his PhD from the same institution in 1984. He was co-editor with Nigel Ashford of *The Dictionary of Conservative and Libertarian Thought* (Routledge, 1991) and wrote several entries for *The Encyclopedia of Libertarianism* edited by Ronald Hamowy (Sage, 2008), including the general introduction. He is also the author of *Empiricism and History* (Palgrave Macmillan, 2003) and of many articles and essays, on topics including the private provision of public goods, the prospects of the BBC, and the history of crime and criminal justice. Among his other interests are science fiction and the fortunes of Manchester City.

One-to-one executive coaching

Led by The Engagement Ring

Take the opportunity to spend time with one of our highly qualified and experienced coaches to carve out some space from your hectic schedule to explore and reflect upon whatever's on your mind. You may have a specific, business-related issue that you would like to bring or something that is more connected to your life outside of work: challenges, ambitions, obstacles, or simply a 'niggle' or curiosity about something you can't quite define yet. What you discuss is entirely up to you. Whatever it may be, our coaches will bring their full attention and an independent perspective to the conversation. The ultimate goal is that you leave with more options and ideas, and feeling better resourced to take those forward. You may be surprised at what you can achieve!



Karen Kimberley is a highly experienced executive coach, specialising in communication, confidence and capability, helping leaders to engage their people. Approved by the government as a Growth Accelerator coach for growing businesses, she is qualified in Rational Emotive and Cognitive Behavioural Coaching (RECBT), psychotherapy, hypnotherapy, Neuro-Linguistic Programming (NLP) and 'brain friendly' learning with The Institute of Training and Occupational Learning (ITOL). Karen also has a keen interest in neuroscience and the mind.



Amanda Bouch is accredited by Association for Coaching as a Professional Executive Coach and has qualified with ITS as an NLP Coach; she has an MBA from Manchester Business School and is qualified in Myers-Briggs Type Indicator Step II. She started her career in Marketing and transitioned to Learning & Development nearly 20 years ago. She is part of the coaching faculty of The Marketing Academy and is the editor of "The Global Business Guide for the successful use of coaching in organisations".



Beverley Youdan is an experienced coach and facilitator of teams, professionals and executives. Beverley has enabled individuals to build self-awareness, understand their impact on their teams and create shifts in their performance. She is a Chartered Member of the CIPD (MCIPD) and a former senior HR Practitioner in a multinational blue chip organisation. She is qualified in Professional Coaching Skills from Coaching Development, a company fully accredited by the International Coaching Federation (ICF) and is an Associate Member of the Association for Coaching (AMAC).

Post-Brexit Wines & Paired Cheeses

Steve Parker, Managing Director, Hampton Cheese and Wine Company



Now that we face the prospect of European wines either costing more or becoming less available, what will we be drinking instead? If you are a lover of Champagne, Rioja, Chianti, Châteauneuf du Pape or Sancerre, then this session will introduce you to some great alternatives from outside of Europe. Each wine will be presented with a paired cheese.

South American Wines & Paired Cheeses

Steve Parker, Managing Director, Hampton Cheese and Wine Company



With the Olympics completed this summer in Rio, this innovative tutored tasting is adopting the theme of South America and this tutored tasting will give you the opportunity to try some of them in a series of carefully chosen pairings. Come along and see whether you can tackle all the cheeses and pass all the wines, without any of them ending up in the sin-bin.

Steve's lively and entertaining presentation style is informal and informative meaning you will taste some amazing cheeses and wines whilst learning a whole pack of information at the same time.

Steve Parker is the founder and owner of The Hampton Cheese and Wine Company in Hampton, Middlesex and has featured as one of the Top 5 Cheese Shops in London by The Financial Times and was a finalist in the British Cheese Awards 'Best New Cheese Retailer' and the London Borough of Richmond 'Best Retailer' within 12 months of opening.

Following a long career with major drinks companies working with both wine and beer, he founded The Cheese and Wine Company in 2010 with three core values - Taste, Provenance & Knowledge and will be sharing these values with delegates in his sessions.

EVENING ENTERTAINMENT:

Geoff Miller: After dinner speaker (Thursday 6th October)



Geoff Miller spent 20 years on the professional cricket circuit representing Derbyshire, Essex, Natal and England. He travelled to all the major Test-playing countries and played with or against some of the greatest players in the game.

Geoff played in 34 Test Matches; 25 One Day Internationals; 7 Overseas Tours; Scored over 14,000 runs; was captain of Derbyshire and Vice Captain of England; took over 1000 wickets and held over 300 catches.

Apart from cricket, Geoff's greatest attribute was the ability to keep his team-mates amused with his hilarious, dry, northern humour. He now brings his highly entertaining experiences and anecdotes to audiences all over the country.

Stringfever (Friday 7th October)

Take three brothers, one cousin, 4 string instruments, add live beat-box, generous amount of talent and comedy and witness a totally unique act that exceeds all expectation.



Stringfever are not a string quartet - or at least not as you know one. With their striking electric instruments & beat-boxing they combine unrelenting energy, humour and audience interaction with great musical skill as they perform their unique show which includes, "The History of Music in 5 minutes" and "Ravel's Bolero", played altogether on one instrument! From the same family, this unique band is guaranteed to have the tireddest of feet tapping and the most cynical of audiences smiling.

GET INVOLVED...

Interested in speaking?

Please contact Hilary Fenwick on 020 8487 2244 / hfenwick@richmondevents.com

Interested in being a delegate?

Contact: Vicki Barford vbarford@richmondevents.com

www.marketingforum.co.uk @marketing_forum



The Marketing Forum qualifies for CPD credits.
All delegates will receive a CPD certificate after the event.