

# 2014 CONFERENCE PROGRAMME

8-11 October 2014, Aurora

Being good at marketing, doesn't necessarily make you a good marketer.

The best marketers are those individuals who can demonstrate the value they bring to the business, who understand the role their brand plays in the lives of their customers and who are bold enough to push the boundaries of conventional thinking.

At the 2014 Marketing Forum, we will be focusing on the key competencies, skills and ideas that will transform good marketers into great ones.

## MASTERCLASS PROGRAMME

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

### MASTERCLASS 1: Business leader first, marketer second

Develop your key leadership competencies and personal skills required to succeed in senior management.

### MASTERCLASS 2: All about the customer

Conference sessions focusing on how to create a truly customer-centric marketing strategy.

### MASTERCLASS 3: Same difference

Discover ideas on how to differentiate your brand, even in the most crowded of marketplaces.

### MASTERCLASS 4: Marketing procurement

Find out how to extract more value from the marketing:procurement relationship

## GET INVOLVED

To request a delegate invitation please contact Rachael Collyns [rcollyns@richmondevents.com](mailto:rcollyns@richmondevents.com) or Vicki Barford [vbarford@richmondevents.com](mailto:vbarford@richmondevents.com).

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## KEYNOTE PROGRAMME

### WEDNESDAY KEYNOTE: Mary Portas

“The future of customer needs, behaviour and community values”



**Mary Portas**, Chief Creative Officer at Portas, retail consultant, television personality and government adviser on the future of the high street in Britain will headline this year’s Marketing Forum.

A huge variety of influences have impressed upon Mary the importance of responsible corporate behaviour and a very deep respect for the drivers of all of our economic engines – the people who pay for them.

Tasked with finding solutions to the long term decline of Britain’s shrinking high streets in 2011, she offered the government 28 separate recommendations, many of which are already bearing fruit.

From leading efforts to re-create British clothing manufacturing to re-imagining charity shops as profitable community hubs, Mary Portas’s vision of how we will live and shop in the future is well placed to illuminate her topic: **The future of customer needs, behaviour and community values.**”

### THURSDAY KEYNOTE: John Amaechi OBE

**Developing the resilient workforce – what every manager needs to know**



Work-related stress costs the UK economy over £6.5bn each year, a symptom of today’s high-challenge, high-presenteeism workplaces. Resilience-enhancing leadership is the antidote to this performance-sapping phenomenon.

In this keynote address, John Amaechi will highlight the issues of workplace anxiety. He will then delve deeper into the individual characteristics and leadership behaviours that will improve employee resilience and reduce negative impact on organisations.

Focusing on the personal (self-awareness of our perspectives and biases) and the interpersonal (our interactions with others), John will show how all leaders can play a significant role in creating a workplace that engenders resilience and wellbeing.

**John Amaechi OBE** is a psychologist, high-performance executive coach and New York Times best-selling author. He works with medium to large size institutions to help them assess, manage, maximise and keep their talent. He is also internationally known for his contribution to brands, understanding how to energise them and using CSR as a key engagement tool.

John is an accomplished, motivational communicator with experience addressing a diverse cross-section of people. He has appeared on such outlets as BBC Breakfast, The Daily Politics, CNN, Newsnight, Sky News, Oprah and many more, speaking on issues of organisational performance, workplace communication, culture, identity and inclusion.

## FRIDAY KEYNOTE: Stephan Sigrist, Founder, W.I.R.E. Think Tank

“The automisation of life and work in the age of smart machines – where do we fit in?”

We explore how society is reorganising itself to get back in control given the technological-driven lives we now lead. Are selfless driving vehicles the norm? Do we want our fridge to re-stock itself? Can technology save us from burnout? What are the consequences of a real time Google Earth? To what extent will 'things' take control of us?

We already know that the internet has altered how our brains naturally function. The next phase of innovation may well be a reduction of complexity as opposed to generating ever more possibilities. It is then our job to ensure that humans remain in the driver's seat on the journey to our future.



Stephan's keynote address will focus upon and provide key learning on the following:

1. Assessing long term drivers of change and linking them to strategies.
2. Identifying chances and risks of a data driven economy and society.
3. Developing solutions on how to make companies and people fit for the life in the area of automatisisation.

**Stephan Sigrist** is Founder and Head of the W.I.R.E. Think Tank (Web for Interdisciplinary Research & Expertise), focusing on developments and trends in the life sciences, business and society. He is the author of various publications and specialist articles, including books such as 'Mind the Future – Compendium for Contemporary Trends', 'Domino – Handbook for a Sustainable World 'Health Horizons – A Guide to the New Health Markets'.

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## **MASTERCLASS: BUSINESS LEADER FIRST, MARKETER SECOND**

*Workshops focusing on the key leadership competencies, personal skills and knowledge required to succeed in senior management.*

### Whose life is it anyway? - A practical guide to your future career

*Sherilyn Shackell, Founder of The Marketing Academy*

It's easy to assume that the responsibility for developing your career sits with your employer. After all, they made the promises of a golden future, promotion prospects, training and development, right? Wrong. There is only one person truly responsible for your future and that's you....

Sherilyn Shackell is part business leader, talent developer, marketer, entrepreneur and head-hunter and in this session she'll share her views on the subject of career management. She'll give tips on how to take your future in your own hands, provide practical advice about managing your career and give guidance on achieving your full potential.



## Common sense leadership

*Penny Ferguson, Founder, The Living Leader*

Often leadership is seen as critical for the senior people in an organisation and to be a great leader is aspirational and takes years to learn. Penny will dispel and simplify these thoughts, clearly demonstrating how leadership at every level is easily achievable and highly desirable.

She will clearly demonstrate that outstanding leadership comes down to three key things that are inseparable.

- How you think
- Having a profound knowledge and understanding of true responsibility
- Your style of communication, its impact and what that really means

Penny will prove that leadership at every level of an organisation powerfully impacts individuals and bottom line results.



## Why finance instinctively hates marketers... and what to do about it

*Rory Sutherland, Vice Chairman, Ogilvy*

Most marketers know little about conventional economics. In some ways, this is a very good thing, since many of the assumptions made by economists about human behaviour are downright wrong. On the other hand, finance people tend to understand (or think they understand) economics very well.

Therefore, on the principle of know thine enemy, it might make sense for marketers to understand these theories a little better. Join Rory to understand how strangely influential they are and the better to debunk them from time to time...

Join Rory for a whirlwind economic theory debunk, including...

- Conventional economics treats "trust" as a given. This, unfortunately, risks destroying it.
- Conventional economics vastly overstates how price-sensitive people are.
- Conventional economics understands advertising as information, not as signalling: it hence finds creativity inherently frustrating
- Conventional economics is obsessed with what can be counted. But many of the most important factors in business success are not determined by readily measurable variables.
- Conventional economics suffers from physics envy.

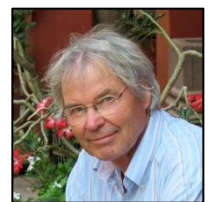


## Beware cost-cutting

*Dr Jules Goddard, Fellow, London Business School*

In the majority of companies, there is a "fatal bias" in favour of cutting costs rather than investing in wealth creation. On average, boards devote nine times more attention to spending and counting cash flow than to wondering where it comes from and how it could be increased.

Current research is discovering that overall cost leadership is only very rarely a driver of superior profitability – and that competitive success is more often the result of discovering value through insight than efficiency through effort. Join the debate with a group of CFOs and discover how to escape the "fatal bias" in your organisation.



## The art of being brilliant – building leadership excellence within marketing

*Philippa Snare, CMO, Microsoft UK*

A question for you – how does marketing leadership differ from leadership in other areas of the business?

Of course, there are the broad skills that all department heads need to possess – vision, confidence, communication, honesty, commitment, resilience – but in the face of a rapidly changing consumer marketplace, how do senior marketers need to adjust in order to build first-rate teams delivering first-rate work?

Join Philippa Snare, CMO of Microsoft UK to debate the localised leadership challenges facing marketers, including...

- Becoming a digital native
- Balancing the needs of your brand with the needs of your team
- Less admin, more vision
- Thriving in an environment of constant disruption and change



## Creating a performance culture that stimulates cohesion, engagement and motivation

*John Amaechi OBE*

A high performance culture exists when everyone in the organisation shares the same vision and where they trust and value each other's contribution. Responsibility for creating this positive environment lies with every individual within the business, but the lead must be taken by those at the top. So as a leader within your company what role should you play?

Using group activities and scenario re-enactment, this interactive session will give delegates a better understanding of:-

- How to move from being a 'group' to a 'team'
- The role of inclusion and diversity in team and individual engagement.
- The essential nature of the motivation continuum and how to push individuals and groups up the motivation scale
- Self-determination theory, its components (autonomy, competence and relatedness) and what it means in practice.



## Impact and influence: driving your personal results

*Allard de Jong, Coach and trainer, Wisdom8 Coaching*

Influencing is a key leadership skill for achieving the results you want. By having a greater awareness of the impact you have on those around you, and others on you, you can develop a range of influencing tools that best suit your style, personality and environment.

This hands-on workshop is for anyone who wants to build their personal brand and influencing skills across the stakeholder mix. Delegates will...

- Gain a greater awareness of the impact they have (and would like to have)
- Identify and work on personal influencing issues and challenges
- Practice a range of adaptable approaches
- Create a personal action plan





## Executive coaching

*Coaches: Katherine Tulpa, Allard de Jong and Alison Down, Wisdom8 Coaching*

Following on from the success of last year's executive coaching programme, we are again offering you the opportunity to spend an hour with one of our team of 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 in the time we have together is up to you.

Whatever it may be, the 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 do in an hour.

## Knowledge exchange: predicting the business world of the future

*Stephan Sigrist, Founder, W.I.R.E. Think Tank*

This knowledge exchange workshop will bring together delegates working in the worlds of finance, IT and marcoms and ask them to debate the macro issues facing the future world of work. Trend analyst and head of think tank W.I.R.E, Dr. Stephan Sigrist will facilitate a series of one-to-one discussions between participants, posing questions around business critical issues like next gen talent, data and technology.



Dr. Sigrist will then crystallise the shared feedback from the group into a set of thinking points and a clearer view of the collective challenges facing businesses today and tomorrow.

## Success and failure in business

*Dr Jules Goddard, Fellow, London Business School*

Why do some companies consistently outperform their competitors? The results of an ongoing research study at London Business School show that firms adopt one of two general managerial styles: the first stresses the importance of control and coordination, with an emphasis on targets, metrics and rewards, whereas the second stresses ideation and discovery, with an emphasis on insights, experimentation and organizational learning.



Join Dr Jules Goddard to hear the latest research findings on what, according to London Business School, are the key management decisions that drive success.

## **MASTERCLASS: ALL ABOUT THE CUSTOMER**

*Conference sessions focusing on how to create a truly customer-centric marketing strategy.*

### Putting innovation at the heart of the customer experience

*Sally Cowdry, Marketing and Consumer Director, Camelot Group*

Innovation is the lifeblood of marketing. Without it, brands stagnate and customers seek brighter, fresher and more relevant alternatives.

Throughout her career, Sally Cowdry has made it her mission to put innovation at the heart of what her customers see, think and feel. As Marketing & Consumer Director at Camelot, and previously in the same role at O2, Sally's passion for improvement through innovation has been centred around the need to deliver against the strategic plan and growth ambitions of the business.



In this part-'lessons-learned', part-interview session, Sally will share her personal insights on:-

- Finding ideas in the most unexpected of places
- Thinking differently about a product or business model
- Adapting to a digital world
- Proving the importance of innovation

### Living your brand's purpose through the customer experience

*Pete Markey, Chief Marketing Officer, Post Office*

Delivering a consistent customer experience is as important to a brand's success as building customer loyalty. Underpinning that experience with a real sense of meaning and purpose, allows a brand to develop a much deeper bond with its customers, employees and other stakeholders.

Join Pete Markey, CMO at The Post Office for a roundtable discussion about how brand owners can create purposeful and consistent customer interactions which deliver on the promises they make.



### How hyper-targeted TV changes the advertising rules

*Nick Lewis, Head of Marketing, Sky Media and Graeme Hutcheson, Head of Sky AdSmart*

TV has been in a constant state of change over the last decade, offering up new and exciting ways to watch and advertise. With the introduction of targeted TV solutions like Sky AdSmart a radical change is happening. Knowing about how this technology can be harnessed could transform advertising plans especially if you've ruled TV out up to now.



In this session Graeme Hutcheson, Head of Sky AdSmart and Nick Lewis, Head of Marketing at Sky Media look at the latest trends in TV viewing, the opportunities for advertisers/ agencies and how revolutionary services like Sky AdSmart work and will shape planning and budgets over the next few years.

Key topics include:

- How 'connected households' viewing behaviours are changing
- How TV advertising is now possible for SMEs and niche brands
- How technology like Sky AdSmart works
- The targeting possibilities available
- Case studies of companies which have embraced this revolution

## Crystal ball: Looking ahead—how to capitalize on marketing's future trends

*Tamara Gaffney, Principal Analyst, Adobe Digital Index, Adobe Systems Incorporated*

Digital Index has mined trillions of pieces of data from the Adobe Marketing Cloud to uncover future trends, generate new predictions and provide critical insight in social media, mobile, video and advertising.



Join Tamara Gaffney, Digital Index's Principal Analyst for an insightful session during which we'll discuss what lies ahead for marketing and how you can align your resources and manage your teams to ensure the future is bright for your customers and your organization.

Specifically, this session will cover:

- Digital Index's latest predictions and what they mean
- Practical advice and dialogue on aligning your people, products and processes to leverage these predictions for your future success

This session is intended for marketing leaders across all industries.

## Turning data into insight into action

*Group facilitator tba*

Having big data doesn't automatically lead to better traction with customers. It is the insights derived from your data, the decisions you make and actions you take that make all the difference. The challenge lies in knowing what data to use and when to use it.

In this roundtable discussion group, clients will share their experiences of:-

- Collecting and understanding data from multiple sources
- Working with 3<sup>rd</sup> parties – recommendations or otherwise
- The impact of improved insights on customer engagement, retention and loyalty
- Passing it forward – helping the rest of the business realise the benefits of improved customer insights



## How to enhance your b2b digital strategy

*Group facilitator tba*

One of the key challenges facing b2b marketers is the need to influence groups of people in hierarchies and decision chains, rather than individuals or households. There is no uniform corporate decision-making process, making the challenge even tougher, but a smart digital and social media strategy can deliver a far more targeted, enriched and productive way to build customer relationships.

Join fellow b2b marketers in this facilitated roundtable group to discuss:-

- Incorporating digital skills, resources and processes into existing marketing capabilities
- Developing targeted content for each stage / person within the buying cycle
- Using social media to drive thought-leadership and expert positioning
- Measuring ROI and effectiveness of your digital campaigns

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## **MASTERCLASS: SAME DIFFERENCE**

*Discover ideas on how to differentiate your brand, even in the most crowded of marketplaces.*

### The higher purpose campaign - creating brands we believe in

*David Arkwright, Co-Founder, MEAT*

There are few marketers who do not aspire to creating a brand which truly connects at a level of emotional depth that makes it truly distinctive. However in this complicated and competitive world, standing out from the crowd has never been harder.

So how do brand owners....

- ... build the emotional bond between brand and customer?
- ... understand their brand's sense of self? (roots, ideology and purpose)
- ... build the big brand adventure?
- ... measure success?



David Arkwright, the global VP responsible for Persil's Dirt is Good creation and now founding partner of MEAT, will explain the secrets behind the brands which move us in this way, and provide actionable insight into how you can create this magic for your own brand.

### Getting fit for the future of marketing

*Mohsin Ghafoor, Vodafone Group Commercial Learning Lead & Laurie Morgan, Business Director at OxfordSM (ex VP Marketing McDonald's)*

Vodafone is preparing marketers to create a more valuable Vodafone to meet aggressive growth ambitions. It is easy to keep on doing marketing the way we've done it for years but it isn't nearly as powerful. Are you still favouring TV media, tracking usage and attitudes with classic U&A studies and listening to call centre phone calls to hear what people think about your brand? Marketers who are doing marketing that way are missing out on the power of the Digital age.



Vodafone marketers are getting Fit for the Future. They are learning to do modern marketing. They are driving Brand sentiment and harnessing the power of customer value management. They are creating inspiring Vodafone experiences in an omni-channel world and creating, co-creating and curating stories with scale. As a result, the latest Vodafone Capability building programme is about DOING, not knowing. These marketers of the future are doing marketing the Vodafone way and as a result, they are going to add value back into the category and lead it!

Join Mohsin and Laurie to hear more about the key skills, behaviours and attitudes that are enabling Vodafone marketers to succeed in the digital age.

## Mobile: a marketer's playground?

*Pratick Thakrar, Founder, Inspired Mobile and Angelo Perna, Global Head of Digital Media, Burberry*

The mobile evolution (or revolution) is upon us and marketers, who have just got themselves up to speed with online and social media; now have a new game changing headache to address.

In today's, growing 'merry-go' round of marketing channels, where should you place mobile in the overall mix? And what emphasis should it play, given the impact it's had on your target audiences.



With time spent with a mobile device increasing exponentially, and digital audiences truly global, should marketers be learning from online's failings and centralise mobile activity to maximise cost efficiencies? And does the question still remain whether economies of scale, jeopardises local creativity?

Then there's the challenge of empowering local marketing teams with a mobile toolkit that offers an effective 'test and learn' environment that gleans new multi-channel benchmarks!

These are some of the challenges the Inspired team consistently hear, and during the presentation, Pratick hopes to inspire, and challenge audiences, to have fun with mobile. He will also share some mobile learnings from global brands they work with and Angelo from Burberry, will explain their own HTML5 mobile journey.

## How to succeed in content marketing

*Group facilitator tba*

Brands are now pushing out more and more content in the hope of building loyalty, reaching new customers and standing out from the crowd. But, as with all 'booms', the smart players will adapt and survive and the weak, lazy or misguided will be weeded out and lost forever.

In this facilitated roundtable discussion, marketers will share their own content successes (and failures) and debate what takes to succeed in the overcrowded world of content marketing.



## Using sponsorship as a key brand differentiator

*Tom Hill, Global Head of Sponsorship, Manchester United*

Consumers now expect brands to play an active part in their day-to-day lives. Sponsorship enables a more active engagement between business and consumer, but partnerships that lack relevance or purpose can erode a brand's reputation.

Manchester United is the world's largest and most famous sports club. Over 659 million people support the club today worldwide, with its rich history covering 135 years of footballing success.

Join Tom Hill, Global Head of Sponsorship at Manchester United, for a fresh look at how creative and smart sponsorship can elevate your brand in even the most competitive of marketplaces.

Tom will share some of his insights into what has worked particularly well for MUFC and their sponsorship partners. He will then throw the conversation open for a wider discussion around...

- Clarifying objectives and desired ROI
- Identifying (or creating) opportunities that align with your brand's values and purpose
- Defining how your brand can add value and create great fan experiences
- Activation



## Twitter 101 – how to bring your brand to life on Twitter

*David Schneider, writer, comedian, director and David Levin, professional tweeter*

Twitter has established itself as the channel of choice for companies wanting to connect with their customers. However, brands frequently fall into the trap of using Twitter to broadcast rather than engage.

In this workshop, Twitter experts David Schneider (165,000 followers and counting) and David Levin (the man behind @BBCTheVoiceUK, @LorealMenExpert, @The\_Dolphin\_Pub etc) will show how 140 characters is all it takes to bring your brand to life and develop longstanding customer relationships.

This overview of what works (and what doesn't) will cover...

- Tone of voice – the essential Twitter tool
- How to tweet – the mechanics of good tweets, retweets and replies
- Bringing your tweets to life - tweeting with impact, humour, personality
- Boosting your popularity – working the hashtags, formats, trending, live-tweeting etc
- Tips and suggestions for how to cut through the noise on Twitter



## **MASTERCLASS: MARKETING PROCUREMENT**

*This stream of marketing procurement workshops and roundtables will look at how more value can be extracted from the marketing-procurement relationship, and why it's not all about cutting costs...*

### **Creating quick wins - what could you do right now to save money?**

*Pat Murphy, Founder, MCA*

Not all advertising production spend is in areas that have an effect on the creative product. This creates an opportunity to buy these services in the quickest, most efficient way possible. What are the benefits of doing this?

- For procurement - this shows how you can get instant hard savings
- For marketing - the savings allow you to spend more in areas that directly impact the effectiveness of your advertising



In these small workshops, we will identify areas of spend in **your** business that can be decoupled quickly, without resistance, and provide real tools for you to leave the conference and start making savings immediately.

### **Procurement – yes, they can help make the ads better. Want to know how?**

*Adam Kirby, Chief Executive, MCA*

Marketing procurement is now commonplace, yet there seems to still be a disconnect between them and their marketing colleagues.

In a provocative analysis, Adam Kirby, former head of advertising procurement at Diageo, and now CEO of MCA, argues that procurement managers have it within them to help make the comms investment not just more efficient or more effective; he even suggests they can help achieve better creative outcomes. If only marketing would let them...



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### **AFTER DINNER ENTERTAINMENT: David Schneider, actor, writer & director**

David Schneider is an actor, writer and director who's probably best known for his work in TV shows such as I'm Alan Partridge or movies such as Mission Impossible and 28 Days Later. An avid tweeter with 160,000 followers and counting, he set up the social media agency *That Lot* in 2013 in a desperate attempt to justify the amount of time he spends online to his family.

Chosen as Radio 5's tweeter of the year, he's established himself as one of the most distinctive comedy voices online with his opinions on the dullest tweet ever, the Cookie Monster's social media meltdown and why you should never trust a Pope on Twitter.

He recently did a Ted Talk: "Is the internet making us more stupid?" which will be online soon (the answer is "yes").



## GET INVOLVED

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