

## CONFERENCE PROGRAMME

10-13 October 2012, Aurora

Our programme aims to give senior marketers access to ideas, solutions and innovations to help take their departments, companies and careers forward. The agenda is pitched at a high level: we endeavour to combine inspiring case studies with new thinkers and challenging conversations, resulting in an intensely practical knowledge boost.

This year is especially important for us as it is our 20th anniversary. As such, we'll be looking at some of the defining moments marketing has faced over the past two decades, how they have shaped the world as we know it today and what they can teach us about what's to come.



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### CONFIRMED SPEAKERS

**Paul Bainsfair**, Director General, IPA

**Justin Cooke**, Founder, Possible Worldwide and Chair, British Interactive Media Association

**Nina Dar**, Founder, Cheeky Monkey Business Solutions

**Mark de Quervain**, Sales and Marketing Director

**AA Gill**, Writer and critic

**Monty Halls**, Explorer and writer

**Hazel Kay**, International Marketing Director, Value Retail plc

**Duncan Lewis**, Group Marketing and Development Director, Age UK

**Ed Luttrell**, Director and Principal Coach, Blue Bamboo Consulting

**Fiona McAnena**, Partner, Clearhound

**Niall McKinney**, Founder and CEO, The Knowledge Engineers

**Alex Meisl**, Chairman, Mobile Marketing Association

**Nick Sharples**, Communications Director, CrisisVu

**Vijay Solanki**, Senior Director, Global Digital Marketing, Philips

**Philippa Snare**, CMO UK, Microsoft Ltd

**Rory Sutherland**, Executive Creative Director & Vice-Chairman, OgilvyOne London and Vice-Chairman, Ogilvy & Mather UK

**Dave Trott**, Executive Creative Director, CST The Gate

**Adrian Wells**, Head of Marketing, The FA Group

**Robin Wight**, President, The Engine Group

**Hilary Wilson**, Managing Director, Hilary Wilson Associates

**Hugh Wood**, Managing Director, Disney Destinations International

**Jane Young**, CEO, Kanbee

## 20<sup>th</sup> ANNIVERSARY KEYNOTE: WORDS FROM THE WISE

A lot happens in twenty years, not least in the marketing world. Every year for the past two decades, **The Marketing Forum** has set sail with the cream of the UK's marketing industry.

As part of our 20 year celebrations we've put together something a bit special - a panel of "wise heads" to help us reflect on the last 20 years and what's to come.

**Paul Bainsfair**, Director General, IPA (panel chair)

**Philippa Snare**, CMO, Microsoft UK

**Rory Sutherland**, Executive Creative Director & Vice-Chairman, OgilvyOne London and Vice-Chairman, Ogilvy & Mather UK

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Our panel will share their stories, experiences and anecdotes and highlight what they feel were the seminal moments that have taken the industry to where it is today. We'll then move forward, asking the panel for their predictions, trying to understand what the ad world will look like in 5 or 10 years' time. Finally there'll be the opportunity for the 300 clients and agencies in the audience to get involved in what is sure to be a lively and entertaining debate.

## KEYNOTE: BEYOND THE HORIZON WITH MONTY HALLS

In the uncertainties of the modern world, successful individuals and teams must be adaptable and responsive to change. Drawn from over twenty years of observing people all over the world, explorer and TV presenter Monty Halls will explore the dynamics of the team, the individuals within it and the common themes of how we all deal with change.

Illustrated with stories of individuals and teams getting it magnificently right and hideously wrong, Monty's unique insights will help you evaluate your personal ability to respond to change and how to keep sight of your goals in an ever shifting environment.

**Monty Halls** is a writer, explorer and television presenter. A former Royal Marines officer, he left the services in 1996 to pursue a career leading expeditions. Over the next decade he circumnavigated the globe four times on various projects, leading multi-national teams in some of the most demanding environments on earth. Monty has presented numerous documentaries, most notably 'The Great Escapes' series and 'Great Barrier Reef'. He continues to run expeditions and diving trips from his fully equipped corporate training facility in Dartmouth.



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## KEYNOTE: TAKE IT ON THE CHIN – HOW CRITICISM AFFECTS YOUR LIFE AND BUSINESS – AA GILL

Whether you like it or not, criticism is at the heart of all business. Be it through traditional methods or newer digital channels, everyone has to offer honest criticism and, more importantly, companies need to listen to it.

Giving it and taking it are undoubtedly two of the most difficult aspects of the working life. To do it well and without too much collateral damage or misunderstanding is a necessary skill. It can also be one of life's most vicious pleasures.

**A.A. Gill** was born in Edinburgh. He is the author of two novels: Sap Rising and Starcrossed, as well as books on three of London's most famous restaurants, The Ivy, Le Caprice and Breakfast at the Wolseley; two travel books, A.A. Gill is Away and Previous Convictions, The Angry Island: Hunting the English and, most recently, Table Talk and Paper View.



He is the TV and restaurant critic for the Sunday Times and is a contributing editor to Vanity Fair, Esquire and Australian Gourmet Traveller magazines. He lives in London and spends much of his year travelling.

## SEMINARS & WORKSHOPS

### **Moving from overhead to asset – proving the strategic value of marketing**

In today's cost-conscious business environment, marketers must prove value. The battle for budget can lead marketers into a narrow conversation about short term ROI. To help clients ensure the true value of marketing input is recognised in their business, and to identify pragmatic approaches to their own situations, this session will cover:

- Leveraging marketing influence upwards – using customer and brand strategy to influence business strategy
- Managing stakeholders and articulating marketing's value in a way the rest of the organisation can understand
- Proving value even if you don't have 'perfect world' data

*Duncan Lewis, Group Marketing and Development Director, Age UK*

*Fiona McAnena, Partner, Clearhound*

### **All tactics and no strategy?**

Without the cohesion and direction of a sound strategy, marketing initiatives fail to deliver long term value. But with the pressure on to deliver constant activity and content across multiple channels, marketers can all too often dwell on tactical ideas without a sound commercial rationale and content has become the 'tail wagging the dog'. In this workshop delegates will share ideas about...

- Getting the balance right between planning and execution
- Retrospective strategy-setting.
- When and how does content become strategic
- Measuring success and an ROI

*Hazel Kay, International Marketing Director, Value Retail*

### **The changing shape of customer loyalty**

Customer loyalty has always been paramount for businesses, but it is becoming increasingly evident that businesses need a renewed focus on establishing a strong sense of loyalty and creating an engaging customer experience through cross-channel initiatives. In this workshop, customer loyalty experts will share their views on –

- Understanding your customers for the products and services you provide
- CRM and customer segmentation
- What role does pricing play in CRM?
- Winning customer loyalty
- Measuring success

*Mark de Quervain, Sales and Marketing Director*



## **Digitising your business – what you need to do to fuel the revolution**

Most marketers have been involved in digital marketing for over 5 years - some have dabbled and others have dived in at the deep end. The reality is that digital marketing is here to stay and is leading to a revolution in how we do marketing and how we run businesses.

The answer isn't just about shifting more money into digital, it is so much more –

- You need to make sure the CEO & the board get it
- You need a whole new breed of marketers structured in the right way
- You need socially-driven capability programs
- You need to take ownership and align the IT for marketing
- You need to go beyond the marketing and start to test connected products

Not an easy change for many marketing directors.

Vijay will describe some of his experiences from Philips, BlackBerry, lastminute.com and others. Then join a follow up workshop where you can share your own experiences and challenges and who knows, you might leave the room with a digitised to-do list!

***Vijay Solanki, Senior Director, Global Digital Marketing, Philips***

***Niall McKinney, Founder and CEO, The Knowledge Engineers***

## **What's the best in British digital?**

Using real-world and rich media examples of the best digital work being generated in Britain over the past 12 months Justin Cooke, Chair of the British Interactive Media Association (BIMA) will pick out the key insights on what it takes to win in digital media today, the key trends for 2012 and beyond and the benchmarks you should be using to measure the success of your campaigns, projects and agency relationships. Justin will be aiming to ensure that you'll walk away from this presentation feeling...

- Inspired with a burning desire to get straight back to your cabin to start working on your 2013 digital marketing plan
- Unfazed by the prospect of delivering your campaigns across multiple mobile and social channels
- Righteous in that attending this session was well worth walking half way across the Aurora for

***Justin Cooke, CEO, Possible Worldwide and Chair, BIMA***

## **The mobile revolution, practical steps to cut through the hype and deliver measurable ROI**

With smartphone penetration at over 50% and the marketing industry facing incessant bombardment from suppliers offering the latest mobile technologies, mobile companies have themselves to blame for causing confusion amongst many brands.

Alex Meisl, the Chairman of the Mobile Marketing Association and co-founder of mobile agency Sponge, will demystify and bring clarity to the range of options which are on offer without resorting to incomprehensible jargon. Using a range of best-practice case studies and the application of good business logic, Alex will help the audience to identify the most appropriate solutions for all elements of the communications process from acquisition to engagement to retention.

You will leave this session with a clear idea of what is hype and what has substance, a recognition of the need to embrace mobile and a sense of relief that mobile is neither as difficult nor as expensive as you feared.

***Alex Meisl, Chairman, Mobile Marketing Association***

## **It's showtime! Revealing the business side of Disneyland Paris...**

Like The Marketing Forum, Disneyland Paris celebrates its twenty year anniversary this year. Since opening its doors in April 1992, it has grown to become Europe's leading tourist destination, welcoming 15m visitors every year. In this frank and open workshop, Hugh Wood, MD for Disney Destinations International will share how the business has evolved over the past two decades and how he foresees it evolving in the future. Hugh will then open up the discussion to the group, encouraging debate around...

- Changing marketing landscapes – then, now and the future
- Emergence of new distribution models
- Keeping up with the pace of change and developing entrepreneurial skills within a corporate environment
- The timeless relevance of a brand promise

***Hugh Wood, Managing Director, Disney Destinations International***

## **Looking beyond social media, to becoming a social business**

This workshop will help delegates see past the jargon, hype and worms' eye view of social media tools, to a bigger picture of how to drive growth in the 21st century; looking at how we can solve age-old business problems using new knowledge and capabilities.

Looking at the concept of 'social business', Jane Young, CEO of Kanbee will explore why social media *really* matters and how it can cut costs and improve efficiency in key business areas. Using often surprising examples of behaviours, tools and processes that are destroying value in organisations, Jane will share -

- Distinguishing between the things you need to know and the red herrings
- What does a social business look like? How is it different to a traditional business using social media?
- How to convince your board / employees / team of the value of being a social business
- What might happen if you choose not to be a social business?

***Jane Young, CEO, Kanbee and social business advisor***

## **The CIO-CMO connection**

In today's business climate of overwhelming information growth and technology dependency, IT and marketing functions must align and collaborate to better serve customers, bring new products to market and increase top line sales. Consensus on the key drivers and priorities exists between CIOs and CMOs, the challenge instead being bringing it to action. This roundtable group will bring together a targeted group of marketing and IT heads, giving them the chance for a frank and honest discussion around...

- 'Selling it in' – is it our job to convincing marketing and IT departments that they can be effective partners or will this happen naturally?
- Orchestrating a diverse set of opportunities, technologies and resources – how do we identify the right pilots to work on that immediate add value?
- What data opportunities and risks do we need to consider?
- Going beyond collaboration and sharing ownership of goals and business outcomes – what can we jointly deliver that we could not alone?

***Philippa Snare, CMO, Microsoft UK***

## **Corporate social responsibility – why retailers and FMCG manufacturers can't survive without it**

All organisations need to differentiate against their competitors and no company can afford to lose the trust of their major stakeholders. There has never been a more important time to focus on corporate social responsibility – none more so than in the retail and FMCG sectors – but, when the pressure is on to cut costs and drive sales, what should organisations do to reiterate their core commitment to CSR? In this special interest group, clients will discuss -

- How CSR is a necessity not an option
- How it impacts on attracting and keeping employees
- Developing cost-effective initiatives that engage consumers
- Best practice and what next

**Hazel Kay, International Marketing Director, Value Retail**

## **Does chatter really matter? Understanding the impact of user generated content (UGC)**

Consumers trust content generated by other consumers more than anything a marketer can say, with positive customer contributions providing a proven connection to business performance. In this roundtable discussion, clients will share ideas about –

- Tracking and measuring UGC – is it helping your brand?
- What motivates people to share? How best to encourage and incentivise positive user contributions
- How to make it easy and convenient for people to contribute
- Using SEO to tap into the power of UGC
- Content security and ownership issues
- Managing complaints

**Group moderator – Adrian Wells, Head of Group Marketing, The Football Association**

## **Crisis management in a multi-channel world - resolving the ownership of social media**

A highly practical, collaborative and interactive multi-disciplinary workshop addressing the thorny challenge of who in the company owns social and digital during a crisis. This workshop allows you to step outside the constraints of your organisational structure and work with colleagues from other disciplines to craft an ownership strategy for social media. Key workshop elements will include -

- Understand the recent proliferation of digital channels and techniques that have the potential to derail your organisation's crisis response
- Use the unifying imperative for effective crisis management to secure agreement across disciplines on responsibilities for social and digital during a crisis
- Work with colleagues throughout the marketing, communications and digital disciplines to understand each other's perspectives, identify best practice and develop robust solutions to your individual challenges
- Take away a template slide deck and best practice solutions to use in your own organisation.

**Nick Sharples, Global Corporate Communications Director, CrisisVu**

## **The visionary marketer**

Visionary marketers need to look beyond marketing strategy and develop a broader thinking encompassing all areas of the business. But with all eyes on managing cost and delivering project ROI, how can marketers develop a more strategic role without losing sight of marketing accountability. This roundtable group is a must-attend for marketers looking towards the CMO role, and will cover -

- Becoming a business leader first and marketer second
- Establishing a position in the boardroom
- Developing a P&L mindset
- How to operate as part of a cross-functional team

**Group moderator: Mark de Quervain, Sales and Marketing Director, VUE Entertainment**

## **Value without a hint of cheap – balancing price and customer experience**

The continued squeeze on disposable incomes means consumer spending remains subdued. However increasingly savvy consumers are making purchasing decisions based on the all round value they receive – price, service, experience, product – rather than simply opting for the cheapest price on offer. In this discussion group, clients will share ideas about –

- Leveraging brand differentials into competitive edge
- How best to communicate to customers what they are getting for their money
- Pricing – what is the discount tipping point? – when does value for money (good) become cheap (bad)?
- Understanding which elements hold the most weight - where are your customers prepared to compromise and what's non-negotiable?

**Group moderator: Richard Draycott, Managing Director, MiNetwork**

## **The connected consumer – adapting amid constant technical innovation and shifts in behaviour**

There is no need to debate the fact that consumers are now more demanding than ever, with low tolerance levels for brands and services that don't offer multichannel sales points and instant communication channels. The real challenge lies internally, with organisations needing to develop agility as a core competency in order to deal with the constant and unrelenting change in technologies and consumer behaviours. This highly interactive discussion group will allow clients the opportunity to discuss...

- The key consumer / technology changes marketers need to be on top of
- The fundamental shifts in the organisation's inner workings
- Keeping one step ahead

**Group moderator: Richard Draycott, Managing Director, MiNetwork**

## PROFESSIONAL DEVELOPMENT SESSIONS

As well as discussing key business issues, clients can focus on their own individual growth through the personal development workshops.

### **Does your organisation have a built-in innovation u-bend?**

Despite the talk and the push towards cross functional ways of working, networking and greater external engagement - in the main we still organise our business traditionally.

So that's finance, marketing, sales, HR, ops/supply chain right? The big question is, does functional excellence still rule or does it slow down and even clog innovation? Is it stopping you embracing new technology, ways of working, behavioural change because it doesn't quite work when you overlay it on your business structure? When that happens, what is your chosen course of action?

So - plunger, re-plumb or procrastination, which is your preference for free-flowing innovation?

***Nina Dar, Founder, Cheeky Monkey Business Solutions***

### **The art & science of influence & persuasion**

How to increase your personal influence across your organisation and with your customers. You will be presented with the latest technologies around human communications & influence and, of course, getting the chance to apply these during the session. This will include:-

- Techniques to increase your presence & influence across a range of situations.
- Develop greater behavioural flexibility and confidence in pressurised situations.
- Get into "THE right state" not "A right state" – what can we learn from our own neurology?

***Ed Luttrell, Director & Principal Coach, Blue Bamboo Consulting***

### **The keys to a successful work/life balance**

The boundaries between work and life balance are becoming increasingly blurred due mainly to the advances in technology. So how do you create work that is fulfilling, satisfying and financially rewarding whilst maintaining a life balance that works for you. This practical workshop promises no magic answers just a range of robust strategies, techniques and insights that make the sometimes impossible infinitely easier to achieve.

***Hilary Wilson, Managing Director, Hilary Wilson Associates Ltd***

### **The art of leadership**

Delegates will be presented with leading edge leadership tools and have the opportunity to work through pertinent issues, using models that can then be replicated back in the workplace, including:

- Visioneering (leading with passion, conviction & inspiration)
- Mission (understanding your leadership in various contexts).
- Role (aligning your vision & your mission with your role & other people's expectations).
- Ambition (aligning your personal ambition to your leadership).

***Ed Luttrell, Director & Principal Coach, Blue Bamboo Consulting***



## **Networking skills for success**

Direct marketing, selling and promotion all have their place in helping to grow sales. However there is a new and powerful force that is proving to be incredibly successful in helping business development – networking.

The good news is that it is a skill – and that means that even if this does not come naturally to you, you can learn to be good at it. In this amusing, informative and very practical session Christopher Barrat will take you through some of the key steps in learning how to get ahead in developing and maintaining your network.

This session will give both a structure and process to networking, and in addition will focus on the vital elements of choosing the right context, and delivering the right content. It will look at:

- Where to network and why
- The physics of managing conference events
- Meeting and greeting new people
- Interpersonal skills on impact
- Getting the right message across
- Leaving people who are boring you
- Following up effectively – the use of social media

***Christopher Barrat, Director, Greystone Consulting***

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## **SUPPLIER PRESENTATIONS**

Confirmed suppliers at The Marketing Forum have the opportunity to showcase their breakthrough work and client insights in a 30 minute presentation. This year's presentations are:-

- **Decision Point:** Marketing – on the brink of irrelevance?
- **ebuzzing:** 7 golden rules for creating social video advertising
- **Insight Exchange:** Connect, engage, improve
- **Precedent:** Digital integration or isolation? The key to marketing success