



2015 CONFERENCE PREVIEW

You're not going to change the world from behind a desk.

Ok, so your goal may not be to change the world, but whatever your ambitions are, they are bound to involve some element of change, risk and innovation: what you need are great ideas and smart people to help you. However, these great ideas and smart people aren't going to automatically come your way, you need to seek them out. So, step away from your desk and join us on board the Arcadia from 7th to 10th October 2015 to find those ideas and people who can help you turn your ambitions into a reality. We'll also help you develop your knowledge and skills, giving you the confidence to make the changes you want.



WEDNESDAY KEYNOTE: THE UK POLITICAL LANDSCAPE: JEREMY PAXMAN

Award-winning journalist, author and television presenter Jeremy Paxman will headline this year's Marketing Forum.

In the wake of the general election, Jeremy Paxman, who has been at the sharp-end of political commentating for over 30 years, will share his views on what challenges he sees lie ahead in the UK political landscape. He will touch upon topical areas including, what is the future outlook for Europe, the likely impact of a referendum on EU

membership, the rise of the SNP versus the decline of the more traditional parties and the growing threat of extremism in the UK.

THURSDAY KEYNOTE: COURAGE, VISION AND VALUES: ROZ SAVAGE MBE, WORLD RECORD HOLDING TRANSATLANTIC ROWER

Why would somebody who seemed to have it all – Oxford law degree, City career, home and husband – throw it all away to row across oceans? Why would anyone give up a life of comfort and security to endure 100+ days at a time alone at sea, facing towering waves, fear, frustration, and danger on a daily basis?

And what does this have to do with you and your business? A lot more than you may think. Roz Savage's keynote will touch on:

- The power of a compelling vision
- Values as your compass for daily decision-making
- The importance of metrics that motivate
- Risk assessment
- Keeping your cool under pressure
- Keeping on going when the going gets tough
- And above all, finding the courage to step up and be the best

Since 2005 Roz has become the world's foremost female ocean rower, having rowed – solo – across the Atlantic, Pacific and Indian Oceans. She has rowed over 15,000 miles, taken around 5 million oarstrokes, and spent cumulatively 520 days alone at sea in a tiny 23-foot rowboat.



FRIDAY KEYNOTE: JAS HAWKER, “THE PURSUIT OF OPERATIONAL EXCELLENCE”

In this keynote, former leader of the Red Arrows and RAF fighter pilot, Jas Hawker will offer tangible and practical insights into high performance teams, leadership, continual improvement and execution under pressure. Drawing from his distinguished military career and extensive consulting experience with global corporations Jas will explore the specific behaviours and processes required to deliver consistent outstanding execution in demanding, dynamic environments.

In particular, Jas will share his insights on:-

1. Performance - it is not about individual ‘stars’: you choose to be a great team.
2. Culture – embedding the right behaviours and disciplined processes to drive outcomes.
3. Leadership – how to influence and motivate those around you towards goals.

MASTERCLASSES

We will again be using the masterclass structure, where delegates can choose to either focus on one key area or join groups from across the whole programme. Each masterclass will be delivered through a series of seminars, interactive workshops and facilitated roundtables.

MASTERCLASS 1: KNOW YOUR BRAND

Discover ideas on how to differentiate your brand, even in the most crowded of marketplaces. Brand owners and top agencies will share their experiences of how to create real brand engagement.

MASTERCLASS 2: KNOW YOUR CUSTOMER

Find out how to get closer to your customer base and deliver what they want. Hear the latest research and trends. Peer-to-peer roundtables will give everyone the chance to share their successes and difficulties.

MASTERCLASS 3: KNOW YOUR BUSINESS

Focus on how marketing can drive the wider ambitions of the business in the face of accelerating consumer change.

MASTERCLASS 4: KNOW YOURSELF

What does your 2015 personal development plan look like? We will help you develop greater self-awareness, progress your talents and contribute to the realisation of your dreams and aspirations.

MASTERCLASS: KNOW YOUR BRAND

Refresh your brand strategy

Victoria Wentworth, Group Brand Director, LV=



In January 2013, Vicki Wentworth and her team at LV= embarked on an ambitious brand project. At that point, the LV= brand supported strong performance on a number of levels but the business were keen to ensure that they didn't lose any brand strength by resting on their laurels.

Fast forward two years and after a lot of collaboration across the business, the results speak for themselves – brand awareness up 9% YOY, the UK's most recommended insurer (according to a YouGov poll), UK's most trusted life and travel insurer and with a workforce engaged with their brand's values.

Join Vicki to find out more about the first two years of her mission to take the LV= brand to the next level, including:-

- Making sure strategy means something – converting thinking into action
- Understanding your target audience
- Doing what is right for the customer – often difficult when faced with the commercial demands of the business
- Pinpointing your brand essence and making sure it runs through the veins of your organisation
- Building consumer trust and engagement in a troubled market sector

There will also be the opportunity for a group discussion on other brand reset experiences - this session is very much about sharing activities that work (and things that don't).

What can we learn from luxury?

Markus Kramer, Partner, Brand Affairs AG and ex-Marketing Director, Aston Martin



Luxury brands operate differently. At the epitome of branding, these companies fuel dreams and aspirations, fostering great loyalty with their customers and employees – and they generate above average profit margins.

Why so, and what can we learn from this very successful sector? This session explores what a luxury proposition really is, on which dimensions it differentiates, what brand, communications and value principles underpin it – and ultimately what leaders, brands and businesses in any sector can learn from it.

Take a step out of the ordinary and get ready for a close look behind the scenes of a world of glamour and sparkle. A world hidden to most, associated with high price tags and a guaranteed aura of mystique: this session is a perfect way to expand your horizon of known paradigms, create learning and stimulate fresh thinking.



How sustainability can be used for brand differentiation

Mark Cuddigan, Co-Managing Director, Ella's Kitchen



The increased demand from customers that corporates 'give something back' points towards an opportunity for marketers to create brand differentiation through sustainability.

In this session, Mark Cuddigan, co-head of Ella's Europe will be sharing his experience of embedding sustainability into the heart of the organisation, how this has differentiated the Ella's Kitchen brand and created competitive advantage.

The group will also have the opportunity to discuss...

- How sustainability links to an organisation's values or 'mission'.
- What a sustainability plan with measurable goals looks like
- Demonstrating the commercial benefits of sustainability and influencing people at the top
- Great examples of companies that have used sustainability to create USP's and drive their brands
- What the future holds.

Making creativity work for you – be the best client your agency has

Ross Farquhar, Partner, 101 London



For those who follow the adage "you get the work you deserve," being your agency's favourite client is in the interests of not only your free drinks tally, but the creative output of your business. And as the IPA databank has proven, the prize of top-notch creativity is invariably superior commercial return.

In this interactive session, 'poacher turned gamekeeper' Ross Farquhar offers a unique insight into bridging client- and agency-side life alongside practical advice on becoming the client your agency falls over themselves to deliver their best work for.

MASTERCLASS: KNOW YOUR CUSTOMER

Are you a trawler or a solver?

Mark Borkowski, Founder, Borkowski



Big data - once the new frontier of marketing - is now a bottomless pit.

It is not enough for brands to trawl through the fragments; they need to move from obsessing about volume of data to thinking about its value - the stories it tells and how it can be used to engage target audiences.

Join Mark Borkowski for a pragmatic and lively workshop where you'll find out how to turn your big ideas into tangible activity and results.





Customer roadmap on autopilot? Time to get back in control...

Mark de Quervain, Managing Director, Action Marketing Works



A defined customer roadmap is key to understanding the potential value of your customers, offering smarter segmentation, more accurate tracking, responsive pricing and brand differentiation. Many organisations will claim they have a customer roadmap but is this really the case or do many struggle to conceive and deliver such a plan?

Join this workshop, led by customer analytics expert Mark de Quervain, to learn more about:-

- What a good customer roadmap looks like
- Communicating your roadmap with customers
- Getting buy-in from the whole organisation
- Dealing with transitional customers
- Using your roadmap to understand the potential lifetime value of a customer.

Leave this session with a range of practical tools which you can use to develop a plan that maximises your current and future customer relationships.

How to avoid #ideaporn

Mark Borkowski, Founder, Borkowski



Getting heard through the billion-loud babble of social media is a challenge for even the most established brands. Throwing high concept #ideaporn against this wall of noise is rife but lacks a real understanding of our evolving digital ecology.

Join PR chief Mark Borkowski for a high energy workshop on how to create cut through communications that resonate even in the most crowded channels.

MASTERCLASS: KNOW YOUR BUSINESS

CIO and CMO – different planets, same universe

Markus Kramer, Partner, Brand Affairs AG and ex-Marketing Director, Aston Martin



The CIO thinks process, the CMO thinks brand. But both share ever more technology platforms and infrastructure – and an executive team and a board to report to. Strategic and operational alignment between the two is not a nice to have, but plays a crucial role in driving business forward.

But how do CMOs really tick? And what drives the CIO? Where and why will their territories of action overlay even more in the years to come? In this interactive session we will explore both universes and work out practical tips and tricks on how to better align IT and marketing for shared success.





Purpose-led transformation - the innovation imperative

Craig Glindemann, EY EMEA Advisory Centre of Excellence Leader, EY



Purpose-led transformation is a new approach to driving strategic transformation, innovation and growth for global corporations. Increasingly CEO's are exploring ways in which organisational purpose (beyond financial results) can be used as a lever to spur innovation and transformational growth.

Research has shown that purpose allows organisations to:

- Develop premium brand positions.
- Attract the best talent and keep them motivated.
- Create customer loyalty and advocacy.
- Outperform the market.

EY and the University of Oxford Saïd Business School are collaborating on research to understand this trend and find ways to harness new approaches to create and sustain innovation, growth and achieve transformational success.

In this session, Craig Glindemann will share the latest findings from this joint research into the trends, challenges and benefits of purpose-led transformation. Examples will include case studies from leading global organisations.

Entrepreneurial leadership – the key to success for you and your organisation

Chris Roebuck, Visiting Professor of Transformational Leadership, Cass Business School



Entrepreneurial leadership is critical to meeting the needs of the 21st century organisation. Typically characterised as 'maximising organisational performance using the skills of the entrepreneur within the corporate environment, combined with engaging, ethical and effective leadership', this proactive leadership approach is proven to quickly deliver significant performance improvements.

In this seminar, Professor Chris Roebuck will challenge traditional leadership thinking via his practical approach 'Mach 2 leadership', proven to enable better customer focus, risk management, innovation, cost efficiency, brand building and transformation for all organisations.

Chris will focus on two key steps based on simple day-to-day actions which will encourage entrepreneurial thinking and inspire high performance in individuals and teams across all roles and functions.





Post General Election economic update – what it means for you and your organisation

Justin Urquhart Stewart, Marketing Director, Seven Investment Management



We are in the midst of an extended period of lower economic growth, lower inflation, lower interest rates and lower returns. In this seminar, economic commentator Justin Urquhart Stewart will address:

- How to best position our companies to make them competitive
- Key drivers in the economy, present & future
- Geopolitical threats and their impact
- What's next for EU low inflation, possibly deflationary, economies?

Justin will also explore whether, post election, the UK economy has the Government it deserves and needs to navigate the way ahead, or whether the results of the General Election have merely provided further instability including resurrecting the question of a referendum over our place in the EU.

Whilst a serious subject, this session will be infused with Justin's customary humour and wit. Time will also be left at the end for questions from the audience.

The end of 'business as usual'

Justin Temblett-Wood, Senior Partner, Achieve Breakthrough and Michelle Keane, CEO, Inventing Futures



Business sustainability is not about PR or reputation management, rather its concern lies in how we run our entire businesses. Like it or not, we are witnessing the end of 'business as usual' and this is a very real concern for marketers.

Organisations now need to commit to moving away from a profit driven approach and instead collaborate in the creation of a commitment more sustainable growth mechanics - longer term, socially grounded thinking with business models and reward systems in our organisations that value purpose alongside profit.

In this compelling session, Justin and Michelle at Marketing Academy partners **Achieve Breakthrough** will:-

- Share learnings from the early winners of the sustainability movement
- Give you access to patented tools and approaches that will enable you to lead this change in your own organisation

Are you willing to make the choices that matter?



MASTERCLASS: KNOW YOURSELF

The art of prioritisation

Joanne Gray, Founder & Chief Progressivist, The Progress Lab

We know how challenging it can be juggling multiple projects and demanding deadlines, plus the need to help develop your team and keep them motivated. That's why we're offering an interactive session that takes you through some simple guiding principles to drive greater efficiency and reduce stress levels in the workplace.



In this workshop we will cover:

- Determining your priorities & helping others in your team to do the same
- Effective delegation - understanding capability & maintaining motivated people
- Boosting email efficiency & exercising email etiquette

The benefits to you?

- Greater productivity
- Better employee relations – less frustration
- More motivated employees – through greater job satisfaction.

One-to-one executive coaching

Jo Cleary, Heather Graham, James Parsons, Katherine Tulpa, wisdom8

Here you have the opportunity to spend an hour with a highly qualified and experienced coach, 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, 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.

eVALUEation

Roz Savage MBE, ocean rower, author, executive coach



In this fast-paced interactive workshop, Roz Savage will invite you to explore the values that matter - personally, corporately, and globally.

You will:-

- Consider what values have driven individuals and companies to great success or dramatic failure.
- Gain greater clarity on what your values are and how they will determine your future.
- Figure out how you and your organisation become the cover story on Fast Company, and what you will say to the interviewer about the values that got you there.

Be prepared to think deep, think hard, and think fast.



Using behavioural economics to manage the ‘Yuk epidemic’!

Denise Hampson, Founder, Hampson Solutions Ltd



So many people are in a state of being where they don't necessarily feel ill, don't have a diagnosed medical condition, but they feel exhausted, run down, and generally a bit 'cooked'. They feel "a bit yuk. We have countless conversations with friends and colleagues every day about how we wish we had more energy, better sleep, more resilience and definitely more willpower. This is the "yuk epidemic".

We know we need to eat better, get to bed earlier, reduce our levels of stress, be more active and drink more water, and we tell ourselves regularly that we will, but somehow, despite our best intentions, we struggle to make ourselves do these things.

This session will combine the thinking of behavioural economics examining the factors that influence our behaviour, decision-making and motivation. It will explore a series of principles from behavioural economics that offer us greater chances of succeeding when making lifestyle changes to enjoy more energy, be more resilient and feel better – hopefully putting an end to the "yuk epidemic".

Lessons in life from my wife!

Christopher Barrat, International Speaker & Author, The Greystone Partnership



You may have heard of the seven wonders of the world, you may know the '7 habits' of highly effective people, you may know the seven deadly sins.....

More important, amusing, relevant and useful than all of these are the seven 'Lessons in life from my wife' – if you can take these on board you will truly be effective in all you do, both business and personal. In this informative, challenging and fun session, you will be taken through true stories and the learning that comes from them - including:

- How to win arguments
- How to stay positive when others are really annoying
- How to live with change
- How to stay young

Based on 7 true stories each one tackles an important a key skill of living and working effectively in modern life. You will leave with new energy, enthusiasm, insights and strategies to cope with the ups and downs of modern business life.



The brand of you

Christopher Barrat, International Speaker & Author, The Greystone Partnership



There has been a fundamental shift for power in business life. Hierarchical structures and status have been replaced by matrixed networks and influencing skills.

In this new world the 'Brand of You' is more important than ever – this is the building block on which your power and influence within (and without!) an organisation will be built. In this workshop you will get some simple tools, techniques and tips on how to understand the 'Brand of You' , and how to develop it into supporting you in all you do.

- Understand your personal brand
- Tools to analyse and improve
- Behavioural models you can work on
- Techniques to boost impact and influence

With a good deal of information, interaction and humour this will be a lively workshop that gives you lots to think about, reflect on, and act for the future.

DISCUSSION GROUPS

Merging minds and resource – the secret sauce of partner marketing...

Caroline Hughes, the Message Studio and ex-Head of Marketing, Openreach (BT Group)

The merits of Partner Marketing? – Discussion group session. Moderated by an expert from a long-running, hugely successful Partner Marketing programme in the telecom sector, you can explore how it could be applied to your business covering the following areas:

- How partners can be on-boarded for expert knowledge and financial support
- What works well, the pitfalls to avoid and why?
- How the model can be replicated to turn around fortunes or boost a sales and marketing programme in almost any business
- Simple strategies to infiltrate the 'vendor-product-sales' triangle of expertise in order to build a joint value proposition
- Techniques for translating the complex into treasured sales enablement material and compelling external messaging.



Social media – taking the plunge - *Separate discussion groups run for B2B and B2C delegates.*

Kelvin Lee, Director, Social Media Marketing, Thomson Reuters

Who does it and where do we start? It's here to stay, like it or not. For most B2C organisations it has long been a given whereas many B2B organisations are taking a bit more persuading. This discussion group gives you the opportunity to share your thoughts and allows you to benchmark your organisation with others. Join to learn and discuss the ingredients necessary to set your B2B organization up for social engagement, lead generations and selling success. We will cover:

- A B2B social media strategy – what does this look like and how does it fit into an overall digital strategy?
- What makes great B2B content that engages prospects and generates leads?
- Getting the senior executives on board – is this necessary and what is the right approach?
- Empowering your sales teams to be 'social sellers' – how can marketing help?

Stimulating the conversation: It's their journey too

Martin Oxley, Managing Director, BuzzBack Europe



How do you generate customer feedback, then leverage it to build the brand narrative they want to own too?

You want to earn customer loyalty. You want them to come back over and over, and yet blogging, social media and even website management is often an end-of-day chore, or something you ask a junior to do. Pay peanuts, get monkeys is even truer of online communication. Learn how to manage these profit builders through genuinely caring about how your customers feel about their relationship with you. The narrative has to be substantial, genuine – and fun. *Separate discussion groups run for B2B and B2C delegates.*

Giving employees a voice on social media needn't be scary

Caroline Hughes, the Message Studio and ex-Head of Marketing, Openreach (BT Group)

Encouraging employee Social Media use can feel like a PR disaster waiting to happen. Many companies still discourage it completely for fear of unleashing a monster that they don't have the resource to monitor or manage. In this interactive group you will be able to discuss how you can put the power of word-of-mouth marketing in your people's hands to extend your reach – without keeping yourself awake at night! Join the session to explore:

- Why it's worth looking beyond the trusted few or the corporate voice to build your brand and speak to your audience on Social
- How you can add more depth and gain more insight from your online presence – without turning your back on a tiger
- How setting your sales, product and marketing teams on a social mission could unite them like never before. And boost their personal brands too.



WINE & CHEESE TASTING

North and South – Cheese & Wine Tasting

Steve Parker, Managing Director, Hampton Cheese & Wine Company

With the Rugby World Cup being held in England this autumn, this innovative tutored tasting is adopting the theme and comparing cheeses from the Northern Hemisphere and wines from the Southern Hemisphere. 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.

Tour de France – Cheese & Wine Tasting

Steve Parker, Managing Director, Hampton Cheese & Wine Company

France is home to some of the world's greatest cheeses and wines and this tutored tasting will give you the opportunity to try some of them in a series of carefully chosen pairings.

Five delicious tasty cheeses have been matched with five iconic French wines to give an amazing flavour sensation for you. Steve's fast paced and informative presentation style brings the cheeses and wines to life with fascinating and amusing stories about their origins and histories.

Supplier Presentations

Branding and the brain

Heather Andrew, Neuro Insight

An introduction to how marketers can use learnings from the world of neuroscience to inform branding and brand communication. The session would introduce the concept of the "brand rooms" that represent the way that brands exist in people's heads, and give ten practical ways in which marketers can leverage neuroscience to drive better results for their brands.

Creating an Effective Digital Strategy

Darren Bond, Coast Digital

The amount of data and information available to Digital Marketers today can make it hard to know where to start when it comes to creating a strategy. In this session we'll show you the key insights you'll need and how to work with your team to create a strategy that works, using real examples along the way.

Join Darren, Coast Digital's Digital Strategy Director, as he explores the subject Digital Strategy and presents:

- Research – what you need to find out before you can create an effective strategy.
- Proposition – you need to know what you're communicating – what products/services you're pushing and how you're pushing them; what are your key messages & USPs?
- Opportunity Analysis – what tools you can use to help define opportunities and where existing data might help.
- A Proven Approach – a snapshot of our digital strategy roadmap.



Leveraging content to gain influence

Philippe Crump, [Specialist: The Content Agency](#)

Content marketing is not a 'build/create great content and they will come' game. Effective content marketing considers the target audience's perspective from the idea for a piece of content, right the way through to the way it is delivered and used to build a relationship with a prospect or existing customer. The effective management of this process leads to growth of a brand's influence in the market. This session outlines the different methods, at different stages of content production and delivery, that one can use to grow a brand's influence in the market.

Creating Standout Moments

Colin Burcher, [SeeThat](#)

Content marketing, and in particular online video, continues to grow at an extraordinary pace and is set to become an industry worth close to £1 billion by 2018. In today's world having video on websites and platforms such as YouTube and more recently Facebook is commonplace. The key challenge today? As adoption of online video grows, it's no longer possible to purely rely on first mover advantage to get ahead.

In this session we share our specialist video knowledge and insider experience from 10 years working at Google / YouTube in-order to 'create standout moments' and win with online video.

We feel it's time for marketers to rethink their approach, to stand above the 'standard' content the rest of the industry is creating and do something different. Here, together, we write the rules....

GET INVOLVED...

Interested in speaking? Please contact David Clark on 020 8487 2203 / dclark@richmondevents.com.

Interested in being a delegate? Please contact Vicki Barford (vbarford@richmondevents.com) or Isaura Soleiro (isoleiro@richmondevents.com)

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

