



2017 CONFERENCE PROGRAMME 4-7 OCTOBER 2017, THE ARCADIA

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 4th to 7th October 2017 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.

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 combination of case-studies, seminars, interactive workshops and peer-led discussion groups to help marketers share information, views and experiences, on how to keep up to date with latest trends and align thinking to the needs of their brands.

MASTERCLASS 1: IT'S ALL ABOUT YOU

Workshops focusing on the personal skills required to succeed in senior management.

MASTERCLASS 2: AT THE HEART OF YOUR BUSINESS

Conference sessions focusing on how marketing can drive the wider ambitions of the business.

MASTERCLASS 3: THE IDEAS CENTRE

A series of case studies and workshops that provide practical learning to enhance your brand.

KEYNOTE SPEAKERS

OPENING KEYNOTE: WEDNESDAY 4TH OCTOBER

Inspiring those around you and motivating your team: lessons business can learn from a compelling success story!

Dame Katherine Grainger DBE, Britain's Most Decorated Female Olympian, Chair of UK Sport.



Dame Katherine Grainger is Britain's most decorated female Olympian of all time.

A peerless leader both on and off the water, Katherine is the newly appointed Chair of UK Sport – one of the most powerful positions in UK sport. In this role, she will focus on sustaining success, and creating a positive environment and culture in which athletes and support personnel can perform at their best.

Katherine's personal story is one of hard work, holding firm, pursuing the dream over two decades, and achieving glorious success!

She is the only female athlete in any sport to gain medals in five consecutive Olympic Games, in 2013 she received a CBE for services to rowing and became Dame Commander of the Order of the British Empire (DBE) in the 2017 New Year's Honours for services to sport and charity.

Join us to hear the compelling tale of her journey, what sustained her and what motivated her to achieve her goals. Learn how the principles that guided her can be used in your own business and personal stories.

Dame Katherine Grainger took up rowing at Edinburgh University in 1993 and in 2009 was named as Scottish Sports person of the Year and awarded the Emirates Lonsdale Trophy by Commonwealth Games Scotland, the first female to win this prestigious award and, in the process, leaving such Scottish sporting luminaries as Andy Murray and Sir Chris Hoy in her wake. In 2012, her dreams were realised when she won the elusive Olympic Gold medal alongside teammate Anna Watkins in the double sculls in London.

At the 2015 World Rowing Championships, Katherine and Victoria Thornley qualified for the 2016 Olympic Games and on the 11 August 2016, she became the most decorated female Olympian of all time, winning a silver medal and narrowly missing the gold after leading for 3/4 of the race. For many who had not expected this pairing to even qualify for Rio, their result was outstanding and propelled Katherine into the history books.

During a two-year break, Katherine completed her PhD and wrote her autobiography 'Dreams Do Come True'. She has worked as a BBC co-presenter on the Rowing World Cup coverage, the BBC "Inspire" series and as a pundit during the 2014 Commonwealth Games in Glasgow.

She graduated in law from the University of Edinburgh, has an MPhil in Medical Law and Medical Ethics from Glasgow University, and a PhD in the sentencing of homicide at King's College, University of London. She is Chancellor of Oxford Brookes University and holds honorary doctorates from The Robert Gordon University in Aberdeen, and the University of Edinburgh.

In July this year, she was appointed Chair of UK Sport.

THURSDAY 5TH OCTOBER

Understand your mind, change your world.

Dr. Tim O'Brien, Psychologist, Performance Consultant and Author.



This keynote is about you. Tim proposes that you have two stories inside your head: one is about your life and the other is controlling your life. The one that is controlling your life is your Inner Story. This keynote will be about how your mind creates your Inner Story and how changing it can be the fast way to a better you. It will also help you to understand how powerful your mind is in directing how you think, feel and behave. You will be able to take away learnings that you can instantly apply to your personal and professional life.

Tim O'Brien is a psychologist who has received awards for his pioneering work in the field of emotional and behavioural change. He has been a performance consultant to teams in a range of global businesses across a variety of sectors. He has been Club Psychologist for three English Premier League football teams, including over ten years with Arsenal FC, and has designed and delivered leadership programmes for companies such as Nike and Red Bull and has coached individuals from President and CEO to emerging leader level.

Tim is Visiting Fellow in Psychology and Human Development at the world-leading UCL Institute of Education. His latest book, 'Inner Story', is endorsed by Sir Elton John and Arsene Wenger.

[View a clip here from Tim on his session](#)

FRIDAY 6TH OCTOBER

Mars One -It's out of this world!

Bas Lansdorp M.Sc., Co-Founder & Chief Executive Officer, Mars One.



Mars One invites you to learn more about the next giant leap for humankind! The mission goal is to establish a human settlement on Mars as the stepping stone for the human race on its voyage into the universe! As with the Apollo Moon landings, a human mission to Mars will inspire generations to believe that all things are possible and anything can be achieved.

Bas Lansdorp has never been one to let bold ventures intimidate him. A born entrepreneur, he sees potential and opportunity where others shy away. Gifted with an articulate vision and genuine enthusiasm, he moves people with his passion for science and the human mission to Mars.

Since starting Mars One in March 2011, this project has received support from scientists, engineers, businessmen and –women and aerospace companies from all over the world and applicants are queuing to take part in the astronaut selection programme.

To prepare for this settlement, the first unmanned mission is scheduled to depart in 2020. Crews will depart for their one-way journey to Mars starting in 2031; subsequent crews will depart every 26 months. Mars One is a global initiative aiming to make this everyone's mission, including yours. Everyone is invited to join Mars One's efforts to make mankind a multiplanetary species.

Join Bas to hear his inspiring story!

Bas Lansdorp is CEO and co-founder of Mars One, a not-for-profit foundation with the goal of establishing a permanent human settlement on Mars.

Bas is responsible, among other things, for investor relations, public outreach and for initial contacts with potential suppliers, sponsors and partners. He is an entrepreneur with an engineering background, interested in visionary technological business cases.

BREAKOUT SESSIONS

Can growth come from self-disruption?

Michel Koch, Multichannel expert, ex-CMO, Time Inc. (UK) Ltd.



- Disrupting existing business models - How to grow in adjacent markets and reinvent your business when your core model is in decline.
- Leveraging data to put the customer at the heart of your strategy.
- Exploring new revenue streams.
- Self-disruption: using digital to hack growth and extend brand reach.

In this session, Michel will illustrate, with case-study examples, how disrupted business can attempt to grow through new business models and leveraging existing assets.

Michel Koch is a digital and e-commerce pioneer. He started as head of new media at Sony Music in the early 90's, and has since filled several senior executive positions with international B2C and B2B multichannel companies (including Bertelsmann, Manutan, Quelle, Conrad, Camaïeu).

Michel relocated to the UK to join Marks & Spencer where he grew their international online sales and then supported the omni-channel strategy of electronics retailer Maplin as eCommerce Director. He recently spent 2 years with TIME Inc. UK as interim CMO, to lead and deliver a company-wide customer marketing transformation program.

As an interim Director, he supports growth plans for Private Equity firms and retailers with a particular focus in eCommerce and Multichannel Digital Marketing.

Innovation: Getting new and different over the line.

Sanjay Patel, EMEA Innovation Connector, Coca-Cola Services.



With many different perspectives and agendas in each project team, how do you get the team to perform better together in delivering the right projects on time for the business?

How to get Marketing, Design and R&D to work together better and achieve your business objective.

Sanjay Patel is a seasoned cross functional and cross category innovator with over 20 years' experience in creative leadership and driving change, previously employed at Astra Zeneca and PZ Cussons.

Initially engaged by The Coca-Cola Company to look after enhanced hydration packaging and structural design, Sanjay helped create a 2-20-year shared value innovation strategy for the water category.

Now Sanjay is more involved with discovering irrefutable insights and translating them into business opportunities. These are brought to life through a series of self-facilitated creative workshops and meaningful agency partnerships to impact across the global business.

Channel hopping: building a B2B brand in today's integrated world.

Dr Liz Jackson MBE, Global Marketing Director, BCMS.



The world has changed and B2B marketers have more choice and opportunities than ever before. How do you make the most of the different marketing possibilities out there, and what works best for a business like yours?

In this session, Liz Jackson will discuss:

- An overview of available channels
- How to integrate marketing
- What generates best return on investment
- The importance of failing in a safe environment
- How to innovate, test, measure, and build a brand that can lead the way.

Liz Jackson has had a full career, from starting a business at 25, to becoming Global Marketing Director for BCMS, a worldwide, market-leading M&A company. Honoured by Her Majesty The Queen, Liz was awarded an MBE in 2007 for services to business, and in 2012, she was bestowed with an honorary doctorate by Staffordshire University for her business achievements and for inspiring others.

Liz is an engaging, compelling speaker and her passion to deliver marketing-led sales strategies, which contribute to business growth, is contagious.

Make interesting companies, not just interesting advertising!

Alex Smith, Founder, BasicArts.



We all know that today great brands, whether B2B or B2C, are the ones people talk about, not those who talk about themselves. The problem is, most brands aren't worth talking about. They save their creativity for their ads whilst the real business underneath remains dull, confused, or worse. This session will introduce you to a simple technique you can apply to any business to make it inspiring for both its customers, and the people who work for it.

By learning the lessons from pioneering brands such as Lush, Patagonia, Google, and Go Pro, you will bring great marketing to the centre of the business where it truly belongs.

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.

Brand Marketing in the Retail & QSR sector: how to survive in a VUCA* world.

(*Volatile, Uncertain, Complex and Ambiguous)

Tony Holdway, Sales & Marketing Director, Domino's Pizza Group Ltd.



With all the political, economic & consumer uncertainty: how to deal with the pressure on your brand.

Tony Holdway joined Domino's in 2016. He is tasked with pioneering more ways to order and receive food but believes that 2017 may see the marketing industry entering its toughest 12 months yet. Ever the optimist, Tony is looking to cement Domino's position as the UK's biggest pizza chain by "loading it with customer innovation".

Tony previously spent 6 months on the board of British Home Stores as Marketing & Creative Director, to turnaround their iconic retail brand, and hit the headlines by running the #SaveBHS campaign in its final weeks.

He has nearly 30 years of retail experience, including holding senior marketing positions at House of Fraser, Wickes, Shop Direct & Mothercare. As an active member of the Marketing Society, Tony focuses on how to better understand & influence customers across all brand channels. He is also a Non-Executive Director of Focal Point Coaching & Negotiation.

How to succeed in Global marketing.

Roger Scarlett-Smith, Former Head of Global Categories, GSK/Novartis JV.



When you are marketing dozens of brands across scores of markets, you need a strategy badly ... but what does that mean? Strategy is a word often used, but very seldom understood. If you're really honest, you couldn't even define it yourself -so what chance have your team got of knowing what you mean? I will help you avoid this confusion forever, in a master class that will provide you with the only definition of strategy you'll ever need.

But strategy alone is not enough. You need to execute with precision and win the external war, not get sucked into those familiar internal battles. I have some tips that helped us create the world's largest and fastest growing Consumer Healthcare business. They can work for you.

This is a challenging and interactive session that with leave you with some obvious truths that very few people know ... and some things you can do now to clarify your road to success.

Roger Scarlett-Smith studied law at Cambridge, then switched tracks for a marketing career at P+G. He joined GSK in 1984 and spent 30 years in Consumer Healthcare where he held numerous marketing leadership roles including: Marketing Director, Nutritional Healthcare; Marketing Director, UK Healthcare and Toiletries; Vice President, Marketing, North America; and Global Vice President, Analgesics, Respiratory Tract and Dermatology. Among many things, in his early years he launched Lucozade Sport, acquired and integrated Sensodyne and Panadol, and led marketing teams on all continents.

His most recent activity was leading the integration with Novartis and creating, recruiting and leading the new global marketing teams, as CMO and member of the JV Board. He has also had a range of regional leadership experiences as President of North America, Europe Middle East and Africa, UK, Australasia. He was also President of the peak representative body of the consumer healthcare industry in Europe.

Change the people or change the people!

Christopher Barrat, International Speaker & Author for The Greystone Partnership.



Many people have change fatigue – even though we talk of ‘change as the new normal’, it still does not feel very comfortable or fun for the majority of our staff. The same old faux optimism just doesn’t cut it and you need a more refreshing and radical approach.

In this challenging and thought-provoking workshop, you will come away with some ideas that can work for sure to re-kindle the vibrancy with which your teams stimulate and deliver change into the organisation.

There will be some home-truths you already know are true, and yet may not have had the courage to push through. This session will help you:

- Shove your team radically through the change cycle
- Tell them it is going to be terrible!
- Show them how taking accountability is the key to success
- Understand when and why to ‘change the people’ if it is not succeeding.

Christopher Barrat has worked with many international companies, helping them to develop communication and leadership skills that can inspire and engage teams and individuals. In this workshop, you will get the chance to both learn and experience first-hand some of the skills, and from that, have some simple take-away learning that can be quickly applied back in the real world.

Transitioning to the GDPR: A roadmap for advertisers and marketers.

Simon Morrissey, Partner and Head of Data & Privacy, Lewis Silkin LLP.



Impending changes to European privacy laws will affect your future marketing and advertising activities – but how?

This session will provide you with practical tips to help your organisation get ready for the changes when they come into force in May 2018.

Join Simon to discuss the following:

The new rules on consent and transparency:

- How will these changes affect marketing and advertising activities directed at legacy customers and new customers?
- Will you have to re-permission legacy customers’ marketing consents?
- What changes will need to be made to data capture scripts for new customers?
- What changes will need to be made to privacy policies?

The new rules on data profiling for direct marketing purposes:

- How will this affect customer segmentation?
- How will this affect targeted advertising activities?

The new rules on engaging data processors:

- What questions should you be asking your agencies and how should they respond?
- What changes need to be made to client-agency agreements to comply with the new rules?

Simon Morrissey is head of Lewis Silkin's Data & Privacy Legal Practice Group. He advises clients on the full range of data protection issues but specialises in advising businesses on data protection compliance in the marketing, advertising and media sectors. He regularly provides data protection training to the key UK trade bodies (and their members) in these sectors including ISBA, IPA, AOP, IDM and the IPM.

Simon is recognised by the Legal 500 as an expert in data protection and his general data protection practice includes: cross-border data transfers, the internet of things, intra-group data transfer arrangements, data breach and cyber security matters, devising strategies to deal with data protection regulators, implementing privacy audits and privacy impact assessments.

Transforming B2B customer communications through content marketing.

Andrew Huestis, PR Director, Retal Group.



This presentation and discussion reviews some of the challenges of implementing a business to business content marketing strategy in an international context.

Working collaboratively on a common purpose, editorial principles, platform strategy, customer journey mapping and content planning.

Andrew Huestis has several years of experience in building global brands and leading effective marketing and communications teams. He recently joined Retal Group as PR Director. Previously he led the implementation of a content marketing approach at Tetra Pak. As Marketing Communications Director for TNT Express, Andrew helped reposition and build the TNT brand. Andrew enjoys bringing out the creative energy in people and applying it to drive business results.

Uncertain times for business - a political and economic update.

Dr Jamie Whyte, Director of Research, The Institute of Economic Affairs.



Recent events have shown us that anything can happen and we are now in an era of 'surprise politics' with knock-on effects for the economy. Who knows what's in store in the short term, never mind the next few years!

Dr Jamie Whyte, Research Director at the Institute for Economic Affairs will interpret the situation as it stands in October for better or worse ... join us for a 'state of the nation' political and economic update at that time.

Jamie Whyte is Director of Research at the IEA. In 2014, he was leader of the ACT Party of New Zealand, a position he resigned upon failing to be elected to parliament in the September general election.

Jamie has previously worked as a management consultant and as a philosophy lecturer. He is the author of *Quack Policy* (2013), *Free Thoughts* (2012), *A Load of Blair* (2005) and *Crimes Against Logic* (2004). He won the Bastiat Prize for Journalism in 2006 and was runner up in 2010 and 2016.

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.

Discovering your Authentic Leadership

Katherine Tulpa, Executive Director, Wisdom8.



'It may be possible to drive short-term outcomes without being authentic, but authentic leadership is the only way to create long-term results.' Harvard Business Review.

This Leadership Roundtable, led by Katherine Tulpa, Global CEO of the Association for Coaching will promise:

- An inclusive, and peer based learning space to learn about and practice shared experiences around this topic.
- Ways to apply different techniques to bring your true, authentic leadership style to life.
- Peer Coaching, along with a round of 'How Abouts', so you have a minimum of 8 ideas to be inspired by, and try out in the workplace.
- Further resources and frameworks, post workshop, to continue your learning.

Format: Katherine's sessions will be limited to a maximum of **12 participants**, per cohort. This smaller format will allow a greater level of shared learning and discovery, and provide an opportunity to network with other likeminded peers also looking to 'step up' their own authentic way of leading, and bring out more of who they are. In the end, the core practice of authenticity is courageously standing for, and expressing our most heartfelt principles ... with a touch of humility thrown in.

We hope you can join us!

Katherine Tulpa is a pioneering Global Leadership Coach who works with CEOs, Executives and multi-cultural Top Teams internationally. As CEO of Wisdom8 and Group CEO of the Association for Coaching (AC), she is a leading authority within her field, as well as a speaker, author, coach supervisor, and mentor. She has coached senior executives and their teams from over 32 different nationalities, with her purpose to "inspire and stretch global leaders, so that they make a positive impact in the world."

Katherine also runs the coaching faculty for the Marketing Academy, a highly successful programme where she and her team, alongside McKinsey, help to develop CMOs to become CEOs of tomorrow.

Recognized by her peers, Katherine was awarded 'Coach/Mentor of the Year' by Coaching at Work, along with two AC Honorary Awards for Impacting & Influencing the Coaching Profession. She is a contributor in the books, 'Excellence in Coaching', 'Diversity in Coaching', and 'Leadership Coaching' (Kogan Page); is a visiting lecturer for UEL's Coaching Master's programme; and serves on the International Editorial Board for 'Coaching, an International Journal of Theory, Research and Practice' (Routledge).

AGENCY PRESENTATIONS:

10 top tips to make your content work harder.

James Erskine, Managing Director, 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 content. Some of the headlines will also be shared.

James Erskine has worked in the arena of 'content', 'creative', 'advertorials' and 'advertiser funded programming' for nearly 20 years.

During that time, he has refined his approach of idea generation, strategising, conceptualising and implementing creative content campaigns to deliver demonstrable business results. The Big Shot BOTH create content and creative assets, AND distribute that content using Paid-Social, Media Partnerships and Influencer Marketing. Since he joined OMD UK in 2000 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 Managing Director at The Big Shot, where he and his team fuse data, social promotion 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.

Staying true to a single creative idea in a world of endless media choices – how neuroscience can help.

Shazia Ginai, Head of Business Development, Neuro-Insight.

In an increasingly multi-screen, multi-tasking environment, marketers face the challenge of bringing brands and communications to their audiences consistently across multiple platforms.

In this session, we will look at the relationship between online and offline communication and how the rules of engagement are shifting between the two.

- Do our brains respond in the same way to different media?
- Can the same content be translated across platforms?
- How can marketers best leverage and adapt what they have to make it work most effectively across the board?

Self-reported responses can never give the whole story simply because people aren't conscious of their differing responses to different platforms. Neuroscience can generate another layer of understanding by tracking and quantifying sub-conscious responses to help answer the ultimate question - "Can a single creative idea really work both online and offline?"

Shazia Ginai is the current Head of Business Development at Neuro-insight, a market research agency that uses neuro-science to deliver actionable insights, by measuring second brain responses to brand communication. Shazia's background is in research & insight. Prior to working at Neuro-Insight, she worked across the luxury fragrance and skin care brands at P&G after which she created and led the insight function at ghd. Shazia has a passion for truly actionable insights and the story told through data.

Redefining digital in a modern era.

Kieran Bass, Managing Director, Kitty.



With an ever growing selection of channels and mediums to connect with our audiences and customers, has the advertising industry's methods and approach kept pace?

The last ten years has seen dramatic growth in social networks and access to information that have changed our behaviours, socially, economically and mentality. Ten years ago, the introduction of the iPhone drastically altered our lives, from the way we connect with each other, through to how easy it is to access information, anywhere, at any time.

In turn, a rapidly more interconnected world has altered our economy, from day-to-day things like how we shop, to making it ever easier to set up your own business from your front room. With this digital dictatorship, TV ownership is dropping. So is time spent watching TV. Magazines and papers are also struggling. The way we consume media and information has changed. Yet so many campaigns and marketing strategies follow templates and processes that were created before the digital revolution. Is this still applicable?

This talk will explore the key elements required to make a creative campaign work in today's digitally saturated market where brands are vying for attention in a market where the consumer is in control. Understanding the consumer has never been more important, so should we look to redefine advertising practices for a digital age and what principles should we adopt?

Kieran Bass leads the development of Kitty's growth and the delivery of performance driving digital creative. With a desire to shape the future of digital creative, he seeks to drive innovation and quality across all channels. Before joining Kitty, Kieran was the Strategy Director and co-founder of ROAST, delivering insight and strategy led solutions across all digital media.

How do you solve a problem like content?

Wulfric Light-Wilkinson, Chief Commercial Officer, Quill



Five years after "content marketing" emerged as digital's leading buzzword, we take the opportunity to review the new, future-facing content landscape and the challenges associated with this maturing science.

In this session, Wulfric will explore what the term "brand-as-publisher" means in the contemporary online and ecommerce landscape, reflecting on diverse issues including:

- How do you measure the true performance and ROI of digital content?
- How do you produce high volumes of quality content at scale?
- In an omni-channel retail environment, how do you use content to bridge the gap from offline to online?
- How do you make the internal business case for investment in content?

Drawing on his retail-focused digital marketing experience as former Commercial Director at Forward3D, and as current CCO at disruptive digital content production business Quill, Wulfric will offer valuable insights on the roadmap for achieving success through content in 2018 and beyond."

Wulfric Light-Wilkinson is Chief Commercial Officer at Quill. Prior to joining Quill in 2016, Wulfric was Commercial Director at Forward3D, one of the largest independent digital marketing agencies in the UK. At Forward3D he held positions on the executive team and Board, while running the sales and marketing teams globally.

Wulfric has a rich digital background spanning affiliate, search and social media disciplines. Prior to Forward3D, he was Business Development Director at digital performance agency Found.

He also currently acts a Board Advisor to Ometria, an ecommerce marketing platform developed for retailers.

PERSONAL & BUSINESS DEVELOPMENT

Understanding the psychology of higher performing teams: what's really going on?

Dr Tim O'Brien, Psychologist, Performance Consultant and Author.



Whereas Tim's keynote address was focussed on individuals this session is all about teams. Every team that Tim has worked with - in business and in sport - identifies and develops its Inner Story as it is the most important lever for performance.

In this practical session, Tim will help you to analyse the Inner Story of your team and offer advice on how to change it in order to create a culture of high performance.

Join Tim to find out what is really going on in your team, explore the challenges that you face and identify real solutions that you can apply in your own workplace.

How your mind can make you more successful.

Dr Tim O'Brien, Psychologist, Performance Consultant and Author.



Defining what success means and looks like for you is critical if you want to succeed. However, controlling what is going on inside your head is even more critical in getting you to where you want to be.

Successful people are focused – but do you know the one thing that everyone must focus on to be successful?

Successful people are motivated – but are you aware why motivation is not enough?

We are told that setting goals is essential to success – but are you aware that forgetting them could be even more essential?

Join Tim for this interactive session and identify how understanding your conscious and unconscious mind can increase the inevitability of achieving success on your terms.

Tim O'Brien is a psychologist who has received awards for his pioneering work in the field of emotional and behavioural change. He has been a performance consultant to teams in a range of global businesses across a variety of sectors. He has been Club Psychologist for three English Premier League football teams, including over ten years with Arsenal FC, and has designed and delivered leadership programmes for companies such as Nike and Red Bull, and has coached individuals from President and CEO to emerging leader level.

Tim is Visiting Fellow in Psychology and Human Development at the world-leading UCL Institute of Education. His latest book, *Inner Story*, is endorsed by Sir Elton John and Arsene Wenger.

How to launch your 'impossible' enterprise.

Bas Lansdorp M.Sc., Co-Founder & Chief Executive Officer, Mars One.



The power of persuasion is vital to launch any new endeavour, business or personal.

How do you get the backing for your mission?

Join Bas on an incredible journey and discover that ability within yourself!

Bas Lansdorp is CEO and co-founder of Mars One, a not-for-profit foundation with the goal of establishing a permanent human settlement on Mars.

Bas is responsible, among other things, for investor relations, public outreach and for initial contacts with potential suppliers, sponsors and partners. He is an entrepreneur with an engineering background, interested in visionary technological business cases.

How to make a great presentation every damn time!

David McQueen, Founder and Managing Director, Narratively.

This workshop explores the core elements of memorable presentations and will examine:



- Uncovering the big idea
- The development of core messages and storytelling
- Understanding the impact of your voice
- Developing platform skills.

David McQueen is an international speaker, facilitator and presentations coach. He has worked with numerous audiences around the world in business, third sector and education, sharing his thoughts on personal development and effective presentations.

A natural storyteller, he is passionate about communicating what good speaking and presentation looks like, in order to help you to become a better speaker and presenter, whether in leadership, sales, pitching for business or investment, customer service or convincing your staff to stay motivated and driven!

Fast Asleep - Wide Awake: the link between sleep, productivity and performance.

Dr Nerina Ramlakhan, physiologist and sleep therapist.

This seminar will address stress, pressure, performance optimisation and burnout prevention, and will offer practical solutions to deal with 21st century insomnia. The following will be covered:



- Sleep, productivity and performance – what's so important?
- Typical patterns of sleep disruption
- An introduction to the physiology of sleep, circadian rhythms and energy recovery
- Sleep vs. rest
- How your time management can affect sleep
- The Optimal Sleep Toolkit: practical techniques for optimising sleep quality
- The 5 non-negotiable sleep power tools.

Nerina Ramlakhan is a physiologist and sleep therapist. She is the author of 'Tired But Wired: How to Overcome Your Sleep Problems: The Essential Toolkit', and also 'Fast Asleep Wide Awake'. She is also Silentnight's "sleep expert".

She is a physiologist and sleep therapist who has specialised in maximising individual and organisational performance for over two decades. Nerina uses her academic background to guide her teaching, but her approach is highly practical. She obtained her B.Sc. and Ph.D. from King's College London.

Nerina works with the Nightingale Psychiatric Hospital in London on their sleep, energy & physical health programmes that are designed to support mental wellbeing. She also runs regular sleep/energy workshops for women recovering from cancer at the Haven Centre in Fulham.



THE MARKETING FORUM

Nerina’s work has been featured widely in the media and she has talked about power napping on the Radio 2 Chris Evans show, appeared on GMTV, CNN and more recently, SKY NEWS talking about technology addiction. She recently appeared on ITV’s This Morning show, teaching the nation how to sleep peacefully.

As the original founder of BUPA’s Corporate Wellbeing Solutions, she is a regular speaker at many City groups and has worked in various industries including sport (Chelsea Football Club), legal, insurance, accountancy, management consultancy, various sections of the police services, media, investment banking, telecommunications, healthcare and pharmaceutical, oil, TV, defence, engineering and IT.

The World’s Best Wines and Cheeses.

Steve Parker, Founder, Cheese and Wine Tasting Events.



To mark the occasion of Richmond Events’ last ever ship-based forums, we are bringing you a very special tasting event.

For the past 5 years, Steve Parker has entertained our clients with his lively and entertaining ‘talks with samples’.

We have brought Steve back for this landmark event to present a true Luxury Tasting.

You will be taken on a journey of tasting, history and anecdotes covering some of the world’s best known and favourite fine wines and cheeses including vintage Champagne, top class Burgundy, Hungarian Tokaji, traditional handmade Stilton, Farmhouse Cheddar and many other delights.

Tour de France.

Steve Parker, Founder, Cheese and Wine Tasting Events.



To mark the occasion of Richmond Events’ last ever ship-based forums, we are bringing you a very special tasting event.

For the past 5 years, Steve Parker has entertained our clients with his lively and entertaining ‘talks with samples’.

We have brought Steve back for this landmark event to present his most popular tasting: **Tour de France.**

You will be taken on a journey of tasting, history and anecdotes covering some of France’s best known and favourite wines and cheeses including Champagne, Burgundy and Bordeaux paired with world renowned cheeses such as Camembert, Brie and others.



Steve Parker has 30 years' experience in FTSE-100 FMCG drinks companies, at all levels of management. He has wide and varied experience in a number of business and commercial disciplines. Since leaving big business in 2010, Steve founded and built Hampton Cheese and Wine Company, an award-winning cheese shop, deli, wine bar/shop and Tasting Room in South-West London.

In addition to running Hampton Cheese and Wine Company, Steve has founded Cheese and Wine Tasting Events, providing tasting events and talks for companies large and small.

Steve also judges in a number of international food and drink awards: The World Cheese Awards, British Cheese Awards and Independent Wine Merchant Awards and has also featured in a number of industry publications including Speciality Food, The Wine Merchant, Decanter, Off Licence News and the Fine Food Digest.

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

ONE-TO-ONE EXECUTIVE COACHING

Led by Wisdom8 – coaches to the Fellows and Scholars Coaching Programmes for the Marketing Academy.

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, feeling better resourced to take those forward. You may be surprised at what you can achieve!

Oona Collins, Partner Coach, Wisdom8.



Oona is an international executive and board-level Coach who specialises in leadership development, and team building for high performance. She has over 25 years' experience incorporating board-level positions in the UK and Asia. Her clients include Royal Bank of Scotland, Knight Frank, Leo Burnett and Sotheby's International. She has coached over 25 different nationalities and her background in leading teams in different parts of the world gives her a deep understanding of the challenges of motivating teams during times of success and crisis, and engaging people so they are motivated to a common goal.

Annelie Green, Partner Coach, Wisdom8.



Annelie Green's clients are CEO's, C-Suite and fast-track leaders and teams across the world who are focused on their own and their business' performance. 35 years of international experience provides her with a deep understanding of global business environments, cultures and the challenges faced by leaders. Her coaching leads clients to challenge their thinking, resulting in new insights and better outcomes. Authenticity, a sense of humour and perspective are important elements of her work.

Anita Cooper, Partner Coach and Mentor, Wisdom8.



Anita has 26 years of truly global business and operational expertise in 51 countries across the U.S., Europe and Asia, and has served on the Executive Board of a North American based pharmaceuticals services company (NASDAQ) for 5 years. Her broad leadership experience, including business start-up, acquisitions, business integration and process transformation, cross-cultural change-management, intelligent use of data and enabling technologies, all underpin her mentoring and working with high potential individuals, to develop critical insights and emerge more fully as charismatic, intentional leaders achieving exceptional business and personal results.

Anita has worked with many and varied people and cultures across the world, inspiring individuals to be more than they thought they could be; helping them to develop their own presence and charisma, strengthening their confidence in challenging situations to make a powerful, sustainable and positive impact.

Olwyn Merritt, Partner Coach, Wisdom8.



Olwyn spent 20 years in senior sales and marketing management positions in some of the UK's top organisations, including BT and Energis. She led BT's Winback and Competitive Response teams and ran the marketing division for a highly acquisitive tech company. This kept her close to the customer as well as to the talented teams she led.

Now an experienced executive coach, Olwyn works with senior leaders, board directors, high potential individuals and senior teams in multi-national and high growth companies.

Clients include Dell, Microsoft, Oracle, Abbvie, Bayer and Dow Jones. She was the marketing coach for the global "Dragon's Den" for scientific innovation for DSM. She is currently coaching in McKinsey's Marketing Academy, working with CMOs from selected blue-chip companies. Olwyn works extensively throughout Europe, North America and Asia and she has coached more than 35 nationalities in forty different countries.

Olwyn's coaching helps leaders to look more closely at 'how' they lead, equipping them with improved skills and strategies to inspire, impact and influence their teams, their colleagues and their key stakeholders. She draws on her extensive hands-on experience in sales and marketing in fast paced environments as a leader of high-performing teams to coach in a highly pragmatic way. She is very effective at developing individual and team potential, and ensuring that leaders and their teams bring greater levels of confidence and more commercial success to their organisations.

EVENING ENTERTAINMENT:

After dinner speaker (Thursday 5th October)

An Audience with Geoff Miller.



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.

GET INVOLVED...

Interested in speaking? Please contact [Hilary Fenwick](#) on 020 8487 2244

Interested in being a delegate? Contact: [Vicki Barford](#) on 020 8487 2202

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