

CONFERENCE PROGRAMME 12-15 October 2011, Aurora

The Marketing Forum conference programme aims to give senior marketers access to new ideas, solutions and innovations to help take their departments and organisations forward. Through open discussions on best practice and debate among the discipline's top players, clients will get a unique insight into strategies being used by their peers.

2011 SPEAKER LINE-UP INCLUDES...



Olympic legends to open The Marketing Forum

We are delighted to announce that a panel of former and current Olympians will open this year's forum.



These Olympic greats will take part in the opening address, chaired by 1500m gold medallist and commentator **Steve Cram MBE**.

- **Daley Thompson CBE**, double Olympic gold medallist at the decathlon, Moscow 1980 & Los Angeles 1984
- **Baroness Tanni Grey-Thompson**, who has won an astonishing 11 gold medals at 4 Paralympics games
- **Sally Gunnell OBE**, Olympic gold medallist at the 400m hurdles, Barcelona 1992
- **Kelly Sotherton**, Former Olympic Heptathlon bronze medallist, Kelly now specialises solely in the 400m. She is one of Great Britain's hopes for London 2012.

With the London games just around the corner, such a distinguished group should provide a fascinating insight into what 2012 will bring, our medal hopes and what it takes to be amongst the best in the world.

OTHER KEYNOTES & GENERAL INTEREST SESSIONS

The UK economy – past, present and future *Dennis Turner, Chief Economist, HSBC*



Back by popular demand, Dennis Turner will review his predictions made for 2011, explore the current state of the UK economy and share his insights on what's in store for the coming twelve months.

Dennis Turner's role at HSBC involves advising lending bankers on economic trends not only at national level, but also on industries and regions. Before going into the City in 1978, he worked for four years in Whitehall, for the National Economic Development Office. This was during the Labour government's Industrial Strategy Initiative, which was an attempt to improve the performance of the UK's manufacturing sector.

A lighter look at the game of cricket *Geoff Miller, Chairman, England Cricket Selectors*

Geoff has been an England & Wales Cricket Board national selector for nearly eleven years, and now chairs the selection panel. During his time in office, England has won the Ashes on three occasions, and last year captured the World 20/20 Trophy. Improvements in all forms of the game have given England wins over most of the main cricketing nations.



Geoff will discuss how consistent and careful selection has led to success on the field, and a huge uptake of ECB schools and club initiatives – whence tomorrow's Test players will eventually emerge. He'll also delve back in time to reveal some of the more light hearted moments of his career and share stories of some of his more colourful teammates such as Alan Lamb and the legendary Sir Ian Botham.

What distinguishes Geoff from most sporting speakers is his ability to reach audiences without an ounce of interest in sport.

London 2012: the inside story *Julie King, Head of External Relations, Olympic Delivery Authority*



The delivery of the London 2012 Olympic and Paralympic Games is a project of such magnitude that it is hard to comprehend the timescales and budgets involved. Coupled with an unprecedented level of public and media scrutiny, bringing the Games to London is full of challenges, demands and many, many triumphs. Julie King, Head of External Relations for the Olympic Delivery Authority will be sharing her story of a lifetime, including...

- From 6th July 2006 to 27th July 2012 - the journey from winning the bid to Opening Ceremony
- The challenges of running the country's largest & most high-profile publicly funded project, and meeting the need for complete transparency
- Managing the interests of stakeholders, the challenges of the local communities and the public's expectations
- Creating a lasting legacy, ensuring UK PLC benefits from the public investment

YOUR BRAND AND YOUR CUSTOMER

In command but out of control? Responding to growing consumer control over your brand's reputation

If you don't command your brand strategy, someone else will. However, the new digital landscape means that you no longer own your brand and the power has shifted from custodian to consumer. This highly interactive discussion group will allow delegates the opportunity to discuss...

- How and where they can stay in command of their brand's strategy and direction
- How to relinquish control but still be part of the conversation
- Embracing and leveraging the two-way consumer discussion – making the shift from audience to community
- Responding appropriately to brand attacks

Group moderator – [Crawford Davidson, Marketing Director, RBS Insurance](#)

Product placement – right for your brand?

Now that product placement (PP) has been officially approved in the UK, marketers need to consider whether there is a place for their brands in TV programming. However, PP is a potentially sensitive area with many advertisers approaching with caution. In this seminar, Jason will present Sky's current approach in this area including:

- Product placement the beginner's guide
- Abiding by Ofcom and European regulations
- The beginnings of measuring PP impact and ROI in the UK
- Key learnings in year 1 – is it right for your brand?

[Jason Hughes, Head of Branded Content & Product Placement, BSkyB](#)

Jason began his media career with Flextech Television's ad-sales house, IDS. Following the merger between Telewest and Flextech, Jason was appointed as group compliance manager in 2001. After a spell running his own media consultancy business, Jason joined BSkyB in 2006 to take up the newly created role of deputy head of editorial policy, working across all its linear and non-linear content. Jason was appointed Sky's first head of branded content last year and has overseen the company's strategy in the newly developing UK product placement market.



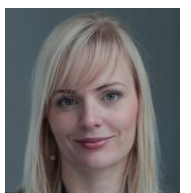
Elastic brands – thinking creatively to stay ahead

Brand building and nurturing is at the heart of every marketer. But tough financial times have meant that investment in brand development has been hit hard - marketers need to get creative to do more with less. In this discussion group, delegates will share ideas about –

- Innovative brand development – thinking differently to stay ahead of your competition
- Projecting your brand values when entering new sectors or using different platforms e.g. social media
- Building real brand loyalty with engaged customers
- Using competitive intelligence to segment and target preferred customers

[Sarah Bogue, Global Brand Development Manager, Ernst & Young Global](#)

Sarah's international career spans B2B and B2C marketing, with an emphasis on brand communication. She has specialised in employer branding for Ernst & Young, first for the Danish practice and then at a global level. As part of the global brand development team, Sarah focuses on creating an overall brand strategy that helps build a distinctive reputation in the minds of internal and external stakeholders.



It's not the taking part, it's the winning that counts

On the Formula One racetrack, the only thing that matters is finishing first past the post. But that single-mindedness and determination is just as critical off the track, with each F1 team striving to secure market share with fans, sponsors and the stock market. In this interactive workshop, Dominic Reilly, Head of Marketing for Williams F1 will share his story of how Williams F1 are setting themselves apart from their competitors and draw on the collective experience in the room to develop ideas on how to...

- Differentiate against your competitors – identifying and maximising your USPs
- Go over and above - delivering customer service excellence, particularly within a B2B environment
- Collaborate with competitors for a common purpose

Mark Hankins, Commercial Alliances, Williams F1

Mark joined Williams F1 in 2011 responsible for the teams commercial acquisition programmes. Mark has over 20 years experience in Formula One commercial partnerships and has worked with highly respected teams such as Vodafone McLaren Mercedes, as well as extensive experience on the agency service and support side of the business.



DIGITAL EVOLUTION

Social media in action – transforming the FT

An established financial newspaper brand might seem like an unlikely champion for social media, but the FT's confident and effective social media strategy is driving engagement – and sales – on an increasingly large scale. In this session Tom Glover, Deputy Director of Communications at the FT will share...

- The vision for social media at the FT and its transformation to a modern news organisation
- Why social media is important to the FT
- Our audience and how we communicate with them
- What we are trying to achieve and how we are going to get there, including a company wide strategic approach
- The challenges and opportunities facing the PR function at the FT

[Tom Glover, Deputy Director of Communications & Head of Digital Communications, Financial Times](#)

Tom has over ten years' experience in the PR industry and is currently deputy director of global communications at the FT. He is also head of digital communications, reflecting the FT's recognition of the importance of leveraging social networks and digital communities to drive its audience, brand and engagement.



The future is now – are you mobile ready?

With the UK's total mobile internet audience rising to over 21m unique monthly users as of April this year marketers have never been under more pressure to understand how to grasp the fastest-growing digital medium in history. The most successful digital companies such as Google and Apple are now pursuing 'mobile first' strategies and this session aims to show you how your brand can benefit from doing likewise. This workshop will draw on both case studies and best practice to help delegates learn more about...

- Building the business case for mobile
- Navigating the complex environment of devices, platforms and operating systems
- Key trends shaping the market

[Alex Kozloff, Senior Mobile Manager, IAB](#)

Alex is currently Senior Mobile Manager at the IAB, the trade body that represents digital advertising in the UK. Her role is to help drive the IAB's strategy in the mobile arena, particularly through driving research essential to educate and inform the market. Prior to this she was Media Research Manager at Unanimis, which she joined as part of France Telecom's acquisition of the network. Previous to this she spent two years at Orange overseeing media research, both online and mobile.



[Simon Andrews, Founder, Addictive Mobile](#)

Simon has been running digital agencies since 1995. He was one of 3 partners who launched what became Modem Media. Clients included IBM, GM, PlayStation, Amazon, FT.com and Unilever. He then joined DLKW in 1999 at the time of their MBO and built DLKW Dialogue into one of London's most respected digital agencies before launching Big Picture in 2005, which focused on emerging media such as mobile & social. He joined WPP MindShare in November 2006 as Global Chief Digital Strategy Officer. Before going digital, Simon was Media Planning Director of Young & Rubicam and Zenith Media, and then Account Planning Director of Ogilvy Direct.



[Lee Roberts, Business Manager, O2 Media](#)

Social media in a B2B context

Much discussion about social media is centred around consumer brands. But as the digital landscape matures many B2B organisations are making huge advances in building communities, improving customer service and winning new customers. In this discussion group, delegates will discuss...

- Making the skill shift from traditional marketing to integrated multimedia communications
- How to provide clear calls to action and driving leads & sales as a measure of success
- Resourcing, training and empowerment – creating a digitally savvy frontline
- Facebook page vs. website – which URL should you promote?

Group moderator: [Andrew Crosthwaite, Director, Core Values](#)

Andrew is an experienced strategic planner, facilitator and B2B & consumer researcher. After a number of years in advertising, becoming Head of Planning at Euro RSCG London, part of Europe's largest agency network, he formed Core Values, a strategic brand and planning consultancy in 1999. Core Values carries out work in a wide variety of sectors and clients in the last 2 years include Toyota, the Ordnance Survey, Danone, Haringey Council, Boden, Old Spice, Pontin's and a number of pub and OTC brands. Andrew is a Fellow of the Institute of Practitioners in Advertising.

THE BOTTOM LINE

Pitching for success

A panel of client and agency speakers will share with you their most important tips about how to conduct a hassle free and cost efficient pitch. This group will divulge the learnings from the IPA/ISBA taskforce - a group of individuals consisting of senior clients and agencies - and how they tackled this issue head on and came up with smarter and alternative ways to pitch.

Panellists include -

[Mark Robinson. Head of Marketing, Grey London](#)

Mark became Grey's Head of Marketing back in September 2010, following on from numerous senior agency roles, most recently at Maxus, Chick Smith Trott and Albion. Through his career, he has held various industry roles including Chairman of NABS, Fellow of the IPA and co-chairing the IPA New Business committee.



[Helen Weisinger: Chief Marketing Officer, McCann London and Co-Chair of the IPA New Business & Marketing Group](#)

Helen started her career in media, working for HTV as Sales and Marketing Executive. She then switched to the agency side, joining Saatchi and Saatchi in Dubai and then New York. In 1998 Helen moved back to the UK as New Business Director at DKLW And TBWA\London. In March 2004, Helen joined Fallon as New Business Director and subsequently Marketing Director. In January 2011 she joined McCann London as Chief Marketing Officer. Helen has been a member of the IPA New Business & Marketing Group for the last 5 years, having co-chaired it since 2009.



[Traci Dunne, Consultancy Manager, ISBA](#)

Traci has been an integral part of ISBA for the last 14 years, having been involved in the development of many best practice documents related to client agency relationships over this time and currently runs 2 of ISBA's special interest groups. Traci now handles major agency search and selection projects with ISBA members so has much experience of the agency pitch process from both the client and agency perspective. ISBA's consultancy team managed 120 pitches in the last year placing £177m of billings in the agency marketplace so Traci certainly has plenty of experience to share.



[Joe Clift, Brand & Customer Marketing Director, Lloyds Banking Group](#)

Joe has more than 20 years marketing and communications experience, having worked in senior marketing roles in Financial Services and Internet/Telecommunications as well as domestic, regional and global roles in Advertising and Marketing Communications agencies. Prior to joining Lloyds Banking Group, he spent four years at payment services association Visa Europe, where he was Senior VP of Brand Management.



[Richard Woodford, Category Manager – Advertising & Marketing, News International](#)

Richard Woodford current works at News International where he is the Category Manager responsible for Marketing and Advertising. He has worked for a number of companies including Cadbury Schweppes and Merck in both Regional and Global roles looking after Media, Creative, Digital, Production and others. He is the ISBA COMPAG Chair and sits on the Executive Committee at ISBA. He is a lover of great work and strives to making Marketing more transparent and accountable.



A different way to pitch?

Despite the ongoing debate regarding pitching models and practices, little has fundamentally changed over the past few years. Pitching remains costly, time consuming and a resource hungry process for agencies *and* clients alike. This interactive workshop will enable delegates to tap into the work that IPA/ISBA have been doing over the last 12 months, including:-

- Developing alternatives to pitching beyond the current one-size fits all model.
- Providing more efficient options on how to implement a successful pitch by using the approved IPA/ISBA pitch principles.
- Hands-on tips on putting them into practice.

Group moderators –

[Mark Robinson. Head of Marketing, Grey London](#)

[Helen Weisinger: Chief Marketing Officer, McCann London](#)

[Traci Dunne, Consultancy Manager, ISBA](#)

It's payback time - monetising social media

The only way to see real results in social media is to develop an integrated plan, clear objectives and achievable goals. In this practical discussion group, delegates will work towards putting together a detailed plan on how to -

- Continuously evaluate performance against set goals and objectives
- Make better data-driven decisions
- Look beyond 'fans' - measuring success over and above Twitter followers or Facebook group members
- Identify the best measurement tools for the job

[Richard Draycott, Managing Director, MiNetwork](#)

Richard Draycott is the Managing Director of MiNetwork, the fast growing UK-wide networking organisation for ambitious marketing professionals and agencies. Prior to joining MiNetwork in January 2011 Richard was the editor of The Drum magazine for ten years.



Meaningful PR measurement – going beyond media coverage

How do you know that your key messages are really hitting home? Measurement is the key to justifying the value of PR and will help determine whether campaign objectives were met. However, putting a price tag on PR's effectiveness is more complex than simply measuring AVE or online traffic. In this session, delegates will share and debate how PROs can...

- Employ an evaluation process that provides a co-ordinated approach covering all types of media and can keep pace with the ever-shifting media landscape
- Prove their worth by innovating, being at the heart of change management, delivering and leading on internal comms.
- Create a model that analyses the depth, resonance, importance and influence of your customers' conversations

[Phil Morgan, Director of Policy and Communications, CIPR](#)

Phil Morgan joined the CIPR as Director of Policy and Communications in January 2011. He previously worked as Head of External and Public Affairs for the Civil Engineering Contractors Association for nearly ten years and prior to that worked as a graduate in political research roles. He has the CIPR Diploma, a Masters degree in Public Relations and is a Fellow of the RSA.



GLOBAL LEADERSHIP WITH THE MARKETING SOCIETY

For the last 52 years, The Marketing Society has challenged its members to think differently and be bolder marketing leaders. And in 2011, ahead of their Annual Conference on global leadership, the society is bringing the best of its programme to The Marketing Forum with inspirational sessions to enable marketers to better lead their people, brands and organisations.



Leadership coaching with Steve Radcliffe

The Marketing Society has been working with leadership coach, Steve Radcliffe for many years helping its members grow as marketing leaders. Steve is the leader's leader, mentoring people like Sir Gus O'Donnell, head of the civil service and Chris Pilling, CEO, First Direct and now HSBC Direct. Learn the Future Engage Deliver approach from Steve and improve your own and colleagues' leadership, no matter what challenges you face.

[Steve Radcliffe, Owner, Steve Radcliffe Associates](#)

For nearly 20 years, Steve has been working alongside leaders to demonstrate the enormous difference good leadership can make to the lives of people and the performance of organisations. After studying at Oxford, Steve joined P&G becoming the CEO of a division of a multi-national, before returning to reorganise the business across Europe, before becoming a coach at the age of 38.



Digital leadership debate – the next big thing

The Marketing Society's Digital Network gathers bi-monthly to discuss all things digital. It's a chance to share problems, ideas and inspiration. Join the chair of our Digital Network, Scott Gallacher and Dominic Grounsell, Marketing Director, Capital One as they discuss The Next Big Thing. How can you keep ahead of the curve, and do you need to? What does it mean for your brand?

[Scott Gallacher, Director, The Aston Group and Chair of The Marketing Society Digital Network](#)

Scott helps companies grow through innovation – specifically through finding new ways for businesses to engage with consumers. He has worked with organisations including BSkyB, Lastminute.com, Facebook and American Express.

[Dominic Grounsell, Marketing Director, Capital One](#)

Dominic heads up marketing for Capital One. Previously, he was the head of broadband acquisition at BT. A classically trained marketer, he began his career at Unilever.



PROFESSIONAL DEVELOPMENT

As well as discussing key business issues, delegates can focus on their own individual growth through the professional development workshops. These groups give delegates a rare opportunity to think about their own learning and improvement.

The career success toolkit

You are good at your job, that's a given; however being good at your job isn't enough to differentiate you in the 21st century world of work. This must-attend workshop will contain all you need to know about the rules of the game, what is really powerful, what works and how to create career sustainability. In particular this session will look at:-

- Understand and implement the top 5 critical success factors
- Own a toolkit that outlines the exact formula for career success
- Create security and success in the ever-changing world of work
- Your authentic self – discover work that makes you shine

[Hilary Wilson, Owner, Hilary M Wilson Associates Ltd](#)

Hilary Wilson is an international conference speaker, trainer and executive coach who specialises in what makes people and their businesses successful. She has written a number of articles on her areas of expertise and as well as the highly acclaimed book entitled "The Little Black Book of Career Success".



Take the plunge – step away from the comfort zone!

"If you do what you've always done, you'll get what you always got." Mark Twain.

How many of us are in our comfort zone, either because we are frightened of doing something new or because we are stuck in our ways? Successful organisations need to innovate and improve and so do the people in those organisations. Come along to this highly interactive session to step out of your comfort zone and to understand and overcome those factors that stop you being the best you can be. Using techniques drawn from improvisation theatre you will...

- See how the voice of judgement holds you and others back
- Realise that learning is about trying, reflecting and trying again
- Embrace the moment and recognise that the best ideas often emerge from nowhere
- Understand the blocking strategies you and other people use to maintain the status quo

[Martin Crook, Owner, CMBT Consulting](#)

Martin Crook is a change management expert specialising in business transformation and leadership. He is a creative and challenging facilitator and leadership coach. His particular interest is in creating relationships that drive innovation and can prosper in complex and difficult situations. He is also fascinated by the power of improvisation and how to "wing it" successfully.



Influencing in shifting sands – know yourself to influence others

Making it easy for your teams and customers to buy in to your way of thinking is an extremely powerful skill, requiring confidence, emotional intelligence and plenty of practice. In these uncertain times, understanding your own influencing strategies, and those of others, will ultimately help you be a stronger, more flexible negotiator.

In this experiential and interactive session, you will -

- Uncover the insights from the University of Arizona's guru on influencing and persuasion
- Be let into a few secrets on how to build confidence
- Discover how you make decisions
- Develop more effective strategies to influence others

[Gabrielle Gaché, The Success Mentor and MD of Power of Words](#)

Gabrielle Gaché influences influencers. She is a success mentor, executive high performance coach and trainer. She set up Power of Words back in 1999 and in that time she has influenced thousands to greater confidence to influence greater success.



How to get executive teams working effectively and powerfully together... and why?

As the ultimate business leaders, the executive team set the tone and environment which shapes performance and rewards. As a direct consequence of their position, these leaders have a disproportionate impact and leverage on the behaviour and achievements of others associated with the organisation. In this interactive session, delegates will discuss -

- What are the *real* tasks of leadership?
- What is the relationship between behaviours, actions and results?
- How does a powerful senior team impact the future?
- Why bother to develop the team - we're experienced enough, aren't we?
- What should leaders focus their time on?

[Peter Haydock, Owner, Organisation Science](#)

Peter specialises in business consulting and performance coaching based on the principles of client collaboration and working to develop client capability. He is also experienced in mediation and conflict resolution, specifically with management teams and at board level.



Leading change in challenging times

The current economic and business climate is presenting us with a set of new challenges as to how to lead organisations. Commentators indicate that the forecast and markets remain uncertain; compounded by dynamic world politics and economical impacts. Is this a dark cloud for leadership, or an opportunity to be seized and harnessed? This session will explore -

- What are the key considerations for us as leaders, when everything around seems uncertain?
- How to make sense of what's really going on
- How do you create resilience?
- Why it's not all about you
- Why are true leaders developed in challenging times?

[Peter Haydock, Owner, Organisation Science](#)

Peter specialises in business consulting and performance coaching based on the principles of client collaboration and working to develop client capability. He is also experienced in mediation and conflict resolution, specifically with management teams and at board level.



Beyond Gatwick - the business travel survival course

When you travel overseas, how ready are you for the worst that could happen? If your work takes you to Eastern Europe, the Middle East, Africa, India, South America – in fact pretty much anywhere, then this presentation is for you. Royal Bodyguard Simon Herrema will give you life saving survival tips that will increase your chances of coming home safely.

Including...

- What's the safest room in the hotel?
- What do you do if there's an earthquake, or a Tsunami?
- How do you avoid industrial espionage?
- How do you avoid kidnap, and if that doesn't work, what can you do to increase your chances of survival?
- How do you escape from a sinking aircraft?
- And before you go, are you sure that your corporate travel insurance will cover you where you're going?

Of course there's a good chance you'll never need any of this information... but if you ever do need it, you'll probably be a bit busy.

[Simon Herrema, former Royal Bodyguard and Training Director, Bright Eagle Training](#)

Simon Herrema was a senior member of the Metropolitan Police Royalty Protection Group. He was at some stage responsible for the personal protection of most senior members of the British Royal Family, including HRH Prince Charles and Princes Harry and William, and in the course of his duties accompanied them on numerous overseas engagements. Simon is now the Training Director of Bright Eagle Training, which specialises in preparing business travellers for overseas engagements.