



expondo

AON

giffgaff



Here's how it works.

There are 2 types of session at the event:

WORKGROUP



PANEL



WORKGROUPS are the bread and butter of the event. They are hour-long discussion groups of 8 head marketers. Each is led by a CMO. There are 15 workgroups to choose from. You pick 3.

PANELS give us a break from the workgroups, where we discuss the big topics as a group. There are 3 panels over the course of the day.

The agenda begins on the next page, starting with the first panel.

Registration begins at 0830.

The CMOs attending:



REGISTRATION
0830 - 0900

PANEL 1
0910 - 1000



Costing the Earth.

Is the relentless pursuit of sustainability
and purpose stifling our competitiveness?

Where do you draw the line between sus-
tainability and the ability to make money?

And, if my remit is growth, should I care?



Sophie Wheeler
Chief Marketing Officer
giffgaff



Jeremy Kanter
Chief Marketing Officer
Fever-Tree



Ricky Solanki
Founder & CEO
Push



WORKGROUPS 1

1010 - 1120

Choose your first workgroup.

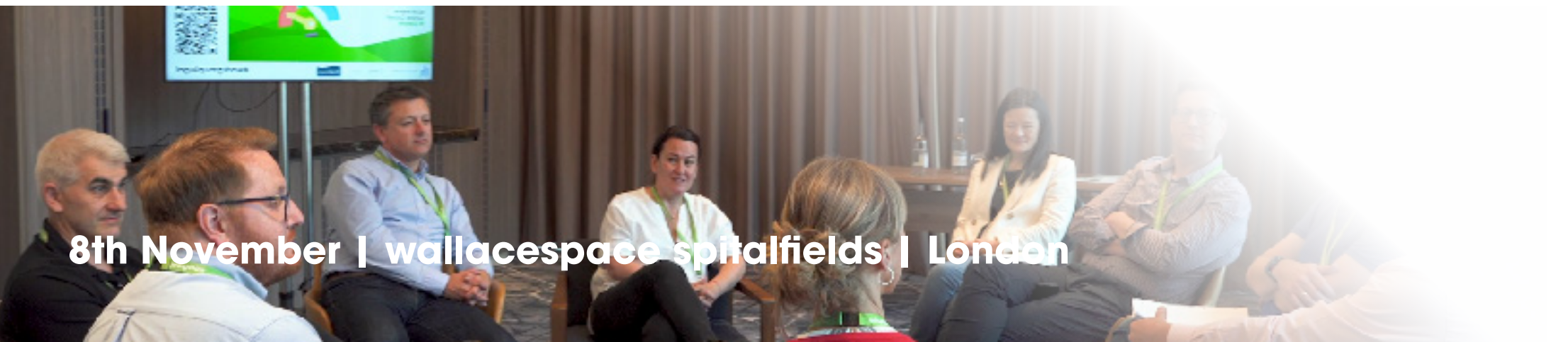
There are 5 to choose from, each facilitated by a CMO.

These informal discussion groups are capped to 8 participants.

After, we return to the main room for round-ups of each workgroup.

RECAPS + BREAK

1120 - 1150



OPTION 1

1

2

3

That's numberwang!

We have swathes of data – consumer habits, CTRs, CPMs, conversion rates – but how do I know what data is making a difference? What data do other CMOs rely on most?



Claire Sadler
Chief Marketing Officer
British Heart Foundation

OPTION 2

A yellow trophy icon with a blue base.

Marketing's coming home.

When should I bring my campaigns back in-house? Are CMOs too dependent on always going external? Does this differ from one discipline to another?



Jeremy Kanter
Chief Marketing Officer
Fever-Tree

OPTION 3

A globe icon with the number 3 in a pink circle.

People, planet, profit.

The “triple bottom line”, ESG metrics, B-Corp certification...pursuing purpose and sustainability in marketing can be difficult. But how can I drive the effort towards it internally?



Sophie Wheeler
Chief Marketing Officer
giffgaff

OPTION 4

A blue book icon with a rainbow and stars on the cover.

The Intangibles.

Data is key to how we tell marketing’s story, but how can we convey the importance of the intangibles at the boardroom level? How do we relay the importance of brand identity, sentiment, and customer communication?



Helen Jeremiah
Chief Marketing Officer
Boots

OPTION 5

A blue smartphone icon with a red X over it.

Hold the phone!

How can B2B service providers adapt to emerging buyer behaviours that see customers self-select and purchase online, before ever speaking to a real person?



Jamie Wallis
Head of Marketing
Ex - DLA Piper

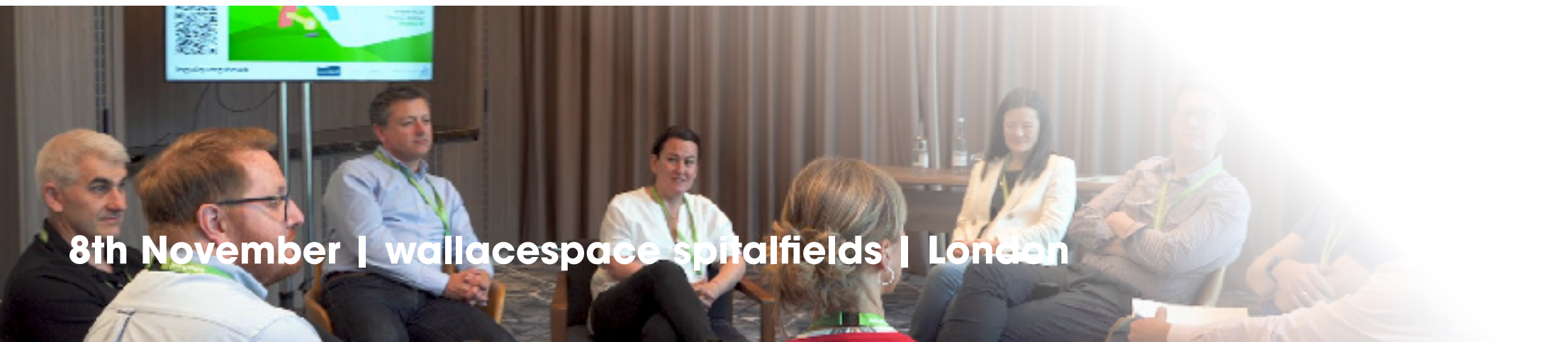
WORKGROUPS 2
1150 - 1300

Back to the workgroups.

There are once again 5 to choose from.
Take your pick.

A second round of workgroups, with round-ups back in the main room, followed swiftly by lunch.

RECAPS + LUNCH
1300 - 1400



OPTION 1

The internal campaign.

How can I ensure that the business recognises my team’s hard-won successes and allocates the resources for the marketing team to build on them?



Alexandra Lewis
Chief Marketing Officer
Aon



OPTION 2

Winning friends and influencing execs

Having allies in the boardroom makes life easier for myself, and for my marketing department. How do I navigate key relationships with the CFO, CTO, and CEO?



Amie Stankiste
Chief Marketing Officer
London Stock Exchange Group



OPTION 3

Keeping up with the Zoomers.

As GenZ leads the charge for better work/life balance, how can we work with our brightest young talent to support them, but also get the best out of them?



Charlotte Ullathorne
Chief Marketing & Customer Officer
Powerleague



OPTION 4

Not just a tech upgrade.

A “digital transformation” is not just a tech upgrade. When the tech evolves, how can we ensure that our people and our processes evolve with it?



Maxine Brock
Chief Marketing Officer
MGI Worldwide



OPTION 5

Chief “Multitasking” Officer.

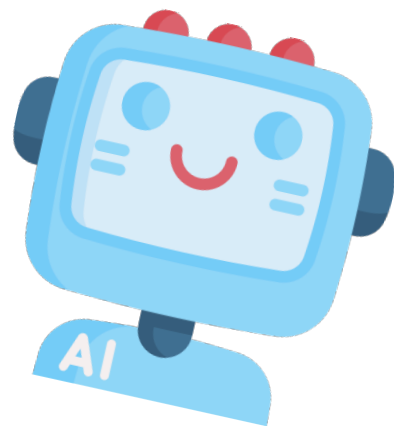
It’s not obvious where my remit as CMO starts and ends – sometimes it feels like it doesn’t end at all. Is being involved in almost everything simply a reality to learn to live with?



Faisal Laljee
Chief Marketing Officer
Expondo



PANEL 2
1400 - 1440



AI: Beyond The Hype.

As AI proves to be more than just a buzzword, it's time address the elephant in the room.

Are we ready to respond and adapt to this emerging technology?

Is AI about to steal the CMO spotlight?
Or does it give us the tools to create and succeed at a higher level?



George Sullivan
Founder
The Sole Supplier



Kirsty Lane
Head of Marketing
Vorboss



Ricky Solanki
Founder & CEO
Push



WORKGROUPS 3
1450 - 1600

Choose your final workgroup.

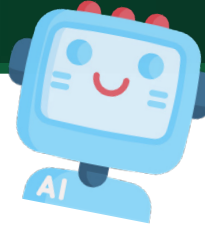
These is the last round of workgroups.
Again, 5 to choose from.

Then back to the main room for round-ups,
followed by a short break before the final
panel discussion.

RECAPS + BREAK
1600 - 1620



OPTION 1
Conversations on AI...



How to lead marketing teams through
change while navigating the three big stake-
holder questions on disruption, innovation,
and efficiency.



Graham Wylie
VP, Marketing International
ADP

OPTION 3
Filter out the noise.



Everyone's got an opinion, right? How do we
manage expectations and filter out the ben-
eficial from the superfluous?



Lottie Evitt
Head of Marketing
inPost UK

OPTION 2
Let the talent off the leash.

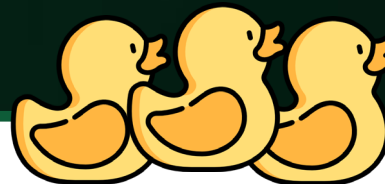


Are you giving your team the opportunity to
shine? How do we know when it's time to step
back, and when to step-in?



Jenny Wood
Global Head of Marketing
Salt

OPTION 4
**Do all my ducks sing from the
same hymnsheet?**



Social is tweeting about Threads, content is
posting a Eurovision meme on Tiktok, perfor-
mance is generatic traffic on Google. But
how can I get all these teams aligned?



Paul Afshar
Chief Marketing Officer
Osome

OPTION 5
Representing with authenticity.



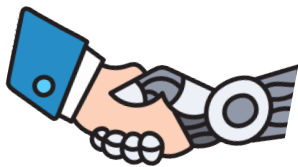
How can we ensure that our internal values,
recruitment policies, and outward-facing mes-
saging accurately and authentically repre-
sents our community and our customers?



Adam Riley
Customer & Marketing Lead
Leeds Bradford Airport

PANEL 3
1620 - 1700

**Tech, talent, and tying
it all together.**



A successful marketing department is a coalition of technology solutions and the talented individuals that create around them.

Does one take priority over the other? How can we keep the two aligned and working in harmony?

CLOSE + DRINKS
1700 onwards.



Faisal Laljee
Chief Marketing Officer
Expondo



Maxine Brock
Chief Marketing Officer
MGI Worldwide



Jade Faulconbridge
Head of Marketing Operations
Equifax UK



Nicola Ray
CEO
Modern

workgroup/Marketing

+ Drinks and canapés.



Here's how to get involved.

1. Register online [here](#) for £550+VAT*.
2. Pick your workgroups the week before the event.
3. Enjoy Workgroup Marketing 2023!

Please note - registrations from those who do not lead an in-house marketing team will be refunded.

Sponsorship enquiries can be made via email [here](#).



Follow Workgroup on LinkedIn [here](#) for all event updates.

Highlights from our Legal event:



[Workgroup Legal](#) is our sister event for 60 General Counsel (head in-house lawyers). Watch this highlights video for a taster of what to expect at Workgroup Marketing 2023.