

LONDON LONDON LONDON LONDON

# workgroup/Marketing

9th May / London

event for 60 head marketers, run by:



**Graham Wylie**

VP, International  
Marketing



**Zoe Hominick**

Marketing Director  
UK&I



**Heidi Myers**

Marketing Director



**Paul Afshar**

Chief Marketing  
Officer



**Maxine Brock**

Chief Marketing  
Officer



**Luke Forshaw**

Head of  
Marketing



**Nigel Pyke**

Chief Marketing  
Officer



# Here's how it works.

There are 2 types of session at the event:

## WORKGROUP



## PANEL



**WORKGROUPS** are hour-long discussion groups of 8 head marketers. There are 18 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.

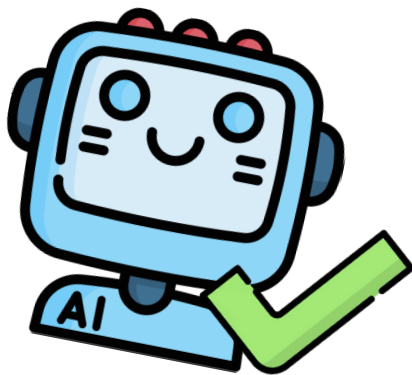
# Who attends Workgroup Marketing:



REGISTRATION  
0830 - 0900

PANEL 1  
0910 - 0950

# AI for CMOs - no BS.



Enough theory. How do you actually integrate AI into your marketing?

What tools are marketers actually using?  
Where are the biggest advantages to be found?

It's AI, sans buzzwords.



**Andrey Bakholdin**  
VP of Growth & Marketing  
**Brightpick**



**Paul Afshar**  
Chief Marketing Officer  
**Unlimit**



**Jenny Wood**  
Global Head of Marketing  
**Salt**



**Mary-Anne Russell**  
Go-To-Market Advisor  
**Trinity Square**



**WORKGROUPS 1**  
**1000 - 1100**

**Choose your first workgroup.**

There are 6 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**  
**1100 - 1140**



OPTION 1  
**When Sales met Marketing**

What barriers hold back the commercial relationships in our businesses? How do we get marketing and sales performing in tandem?



**Zoe Hominick**  
Marketing Director, UK&I  
**Amazon Web Services**

OPTION 3  
**Output ≠ outcome**

Brand spend facilitates operational spend. What can we do to better measure and enhance brand activity “output” to better serve our overall marketing “outcome”?



**Matthew Leopold**  
Head of Brand  
**LexisNexis**

OPTION 5  
**So you wanna be on TV?**

Every brand wants to sit in the spotlight, but how do you actually achieve that? And are you prepared for that moment?



**Lee Jones**  
Head of Marketing  
Communications  
**Canopus**

OPTION 2  
**Career Snakes & Ladders**

Whether you’re eyeing a CEO seat or curious about entrepreneurial pursuits, how can you navigate your post-CMO career with confidence and flair?



**Mary-Anne Russell**  
Go-To-Market Advisor  
**Trinity Square**

OPTION 4  
**Specialist vs Generalist**

When I build my marketing team, or develop myself as a CMO, how important is it to be a jack-of-all-trades, or a master of one?



**Matt Stevens**  
Marketing Director  
**Dentons**

OPTION 6  
**Living the life elastic**

What actually is the purpose and role of the modern marketer? And why does the answer to that question look so different depending on when and where it’s asked?



**Graham Wylie**  
VP, International Marketing  
**ADP**

**WORKGROUPS 2**  
**1140 - 1240**

**Back to the workgroups.**

There are once again 6 to choose from.  
Take your pick.

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

**RECAPS**  
**1240 - 1300**

**LUNCH**  
**1300 - 1400**



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OPTION 1  
**Friends in high places?**

Is the CFO my friend? What does Legal think of me and my team? Does it matter either way?



**Alexandra Lewis**  
Chief Marketing Officer  
**Aon**



OPTION 2  
**AI: Beyond Buzzwords**

How do I go about actually integrating AI into my marketing? What tools can I use, what does my team need?



**Andrey Bakholdin**  
VP, Growth & marketing  
**Brightpick**



OPTION 3  
**Do it for the culture**

Brand messaging and positioning defines how our audience perceives us - how can we ensure that our message resonates across all of our markets and all cultures?



**Luke Forshaw**  
Head of Brand Marketing  
**Backmarket**



OPTION 4  
**Is the fan always right?**

Are we at the beck-and-call of the crowd, or is it up to us to dictate the tone of the conversation that we have with our audience?



**Marcus Mellor**  
Head of Commercial  
**Burnley FC**



OPTION 5  
**Is anybody listening?**

How can I best use my brand to grow my audience and community through engaging content?



**Nigel Pyke**  
Chief Marketing Officer  
**KPMG**

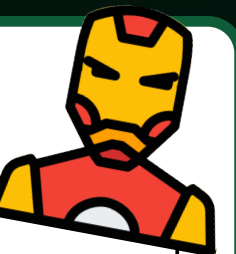


OPTION 6  
**Assembling the Avengers**

How do I go about building, developing, and scaling my dream marketing squad? What sort of culture am I looking to implement in that team when it's built?



**Heidi Myers**  
Director of Marketing  
**Figma**



**PANEL 2**  
**1400 - 1440**



**Can a passionate  
community be  
manufactured?**

How do I make my brand the topic of  
conversation in engaged communities?

How do I use my content online to create  
that *genuine*, organic connection with my  
audience?



**Marcus Mellor**  
Head of Commercial  
**Burnley FC**



**Luke Forshaw**  
Head of Brand Marketing  
**Backmarket**



**Heidi Myers**  
Director of Marketing  
**Figma**



**Hannah Walker**  
Head of Mid-Market, UK  
**Reddit**



**WORKGROUPS 3**  
**1450 - 1550**

**Choose your final workgroup.**

**These is the last round of workgroups.  
Again, 6 to choose from.**

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

**RECAPS + BREAK**  
**1550 - 1620**



OPTION 1  
**Foolproof the future**

How do we ensure that the teams and processes we're developing in-house will be productive in the long-term. Will this still be beneficial in a year, 3 years, 10 years?



**Jade Faulconbridge**  
Head of Marketing  
**Ex-Equifax**



OPTION 3  
**The Datables**

How do I bring together my people and processes to best gather and use the mountains of data at my disposal in my marketing strategy?



**Julie Mortimer**  
Marketing Director  
**Mills & Reeve**



OPTION 5  
**Look good, feel good**

The first thing consumers see is the product. So why does it feel like visual identity is taking a backseat in the boardroom? And how can you change that?



**Anna Munkenberg-Fecchi**  
SVP Marketing & Communication  
**Ex-Viaplay**



OPTION 2  
**The missing audience**

We spend so much time analysing and segmenting our customers, but how much thought do we give to our internal team? How can we make them brand advocates?



**Jenny Wood**  
Global Head of Marketing  
**Salt**



OPTION 4  
**Essential vs Luxury**

How do you identify what is essential and what is a luxury? When should I be saving, and when should I be splurging?



**Paul Afshar**  
Chief Marketing Officer  
**Unlimit**



OPTION 6  
**Capturing the why**

Are we doing enough to differentiate ourselves from our competitors? Why do our customers choose us? How do we make our offering stand out among the crowd?



**Maxine Brock**  
Chief Marketing Officer  
**MGI Worldwide**



**PANEL 3**  
**1620 - 1650**



**PR Nightmares!**  
**(and how to avoid them)**

What do you do when your CEO goes on a tirade on national television? When your social team tweets a “distasteful” meme?

Our interactive final session of the day will highlight a selection of memorable PR howlers and help you avoid making the same mistakes!

**CLOSE + DRINKS**  
**1650 onwards.**



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**Lee Jones**  
Head of Marketing Communications  
**Canopus**

+ **Drinks and canapés.**