



Monika Schulze, Head of Customer and Innovation Management, Zurich Insurance
 “Create an Emotional Connection w/ your Brand”



Dylan Evans, Principal Designer, Strategic Marketing, Philips Experience Design
 “Philips Turn Strategic Intent into Strategic Experience”



Jussi Wacklin, VP of Corporate Marketing & Culture, Amadeus IT Group
 “How to Rekindle Post-COVID Growth in Marketing”



Metin Çerasi, Head of Digital Strategy and Marketing, Arçelik
 “How Meaningful Content Takes over Traditional Advertising in the Digital Sphere”



Arthur Werner, Director, Global eCommerce & Operations, HARMAN
 “E-commerce and Brand – Resolving the Conflict on the Website”



Ritva Seppanen, VP, Branding, Wärtsilä
 “Purposeful Brand Storytelling”



Clive Roach, Director of Digital Social Media, Signify
 “How Artificial Intelligence is Transforming Social Media Marketing”



Slawomir Kochanski, Digital Director, Universal Music
 “How to Use Music to Leverage your Business Results”



Ceri Jones, Senior Director, Global Demand Generation, Taulia Inc.
 “Aligning the Sales Funnel to the B2B Buyer's Journey”



Florent Edouard, Global Head of Commercial Excellence, Grünenthal Group
 “Create a User Experience and Customer Journey Using the Right Channels & Platforms”



Matthew Smith, VP Global Marketing, Ericsson
Event Chair



Dominik Schneider, Director, Head of Digital & Content Marketing, Straumann Group
 “Sales & Marketing Alignment for Setting up a Successful Omni-Channel Demand Generation Approach”



Malin Liden, VP, Head of EMEA Marketing Transformation Office, SAP
 “Building a Community Around your Brand”



Philippe Kirby, Global Digital Capabilities Lead, MSD
 “Marketing Automation at the heart of Omnichannel Engagement: Integration is Key”



Jeroen Overduin, Global Head of Marketing & Communication, Mammoet
 “How the Pandemic Gave Me the Opportunity to Go Digital in a Traditional B2B Company”



Alexander Rodrigues, Marketing Director, Dyson
 “Interactive Discussion: Creating a New Marketing Strategy and Evolving your Digital and Customer Journey Landscape”



Francesco Federico, CMO, UK & Ireland, JLL
 “Demonstrate Bankable ROI through Digital Sales and Marketing”



Anne Gro Gulla, Head of Global Brand, Ericsson
 “Brand is Business. How a Change in Purpose and Strategy Re-freshed Ericsson”



Liesl Smith, SVP Marketing & Sales Enablement, FreedomPay
 “Agnostic Marketing: The Power and Possibilities of Fair Dealing”

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ERICSSON

Day 1, June 7th, 2022

09.00 – Opening Remarks from the Chair
Matthew Smith, VP Global Marketing, **Ericsson**

09.15 – Brand is Business. How a Change in Purpose and Strategy Re-freshed Ericsson

Anne Gro Gulla, Head of Global Brand, **Ericsson**

10.00 – Demonstrate Bankable ROI through Digital Sales and Marketing

- How to manage channel conflict and support the transition to digital sales
- The importance of measuring everything to test and learn, fast
- Achieving bankable ROI to unlock further investments

Francesco Federico, CMO, UK & Ireland, **JLL**

10.45 – Morning Coffee and Networking

11.30 – How to Rekindle Post-COVID Growth in Marketing

Travel and tourism sector was devastated by COVID. This has left only nominal marketing resources for many companies in the industry. As the world starts to re-open, some marketing organizations struggle to get back on the executives' agenda. This session shares an ongoing use case how to define entire marketing organization and operations to drive future growth. If we fail, marketing activities will perish for years to come.

Jussi Wacklin, VP of Corporate Marketing & Culture, **Amadeus IT Group**

12.15 – How Meaningful Content Takes Over Traditional Advertising in the Digital Sphere

Metin Çerasi, Head of Digital Strategy and Marketing, **Arçelik**

13.00 – Lunch Break

14.00 – Marketing Automation at the heart of Omnichannel Engagement: Integration is Key

- Consent & Identity hubs at the heart of your Customer Engagement
- Omni-channel, iterative campaigns based on Customer behaviors
- You're only as strong as your weakest link (in your Customer Engagement Capability Ecosystem)

Philippe Kirby, Global Digital Capabilities Lead, **MSD**

14.45 – Aligning the Sales Funnel to the B2B Buyer's Journey

- The funnel concept
- Digital buyer's journey
- Managing the complexity of long buying cycles and multiple influencing personas
- Predictive modelling of the sales funnel
- Marketing attribution

Ceri Jones, Senior Director, Global Demand Generation, **Taulia Inc.**

15.30 – Afternoon Coffee and Networking

16.00 – Create a User Experience and Customer Journey Using the Right Channels & Platforms

- Identify which channels or platforms works better depending on your company and the target
- Using customer data to understand their needs
- Embedding your brand along all touchpoints

Florent Edouard, Global Head of Commercial Excellence, **Grünenthal Group**

16.45 – Purposeful Brand Storytelling

- Bringing company's purpose to life with authentic people stories
- Creating an engaging and interesting year-long brand campaign about purpose
- Branding, communications and marketing and HR working closely together

Ritva Seppanen, VP, Branding, **Wärtsilä**

17.30 – Turn Strategic Intent into Strategic Experience

Dylan Evans, Principal Designer, Strategic Marketing, **Philips Experience Design**

18.15 – Closing Remarks from the Chair and End of Day 1

Day 2, June 8th, 2022

09.00 – Opening Remarks from the Chair
Matthew Smith, VP Global Marketing, **Ericsson**

09.15 – How the Pandemic Gave Me the Opportunity to Go Digital in a Traditional B2B Company

- When I joined Mammoet, the marketing and communications organization was set up to react on requests for brochures and other collateral from the sales and project organization
- Business was generated by hopping on planes as if they are subways in order to talk with the customer. Business was relatively comfortable – the petrochemical sector would knock on our doors
- Until the collapse of the oil price and the pandemic early 2020
- I came in right at the start of the first lockdown. When budgets and vacancies were frozen, I managed to get the go ahead and resources to develop digital marketing
- What did the team do and how did we take the rest of the organization along?

Jeroen Overduin, Global Head of Marketing & Communication, **Mammoet**

10.00 – Create an Emotional Connection w/ your Brand

- Making branded content that individuals actually care about and engage in
- Creating moments that attract people to tune in
- Ensuring a human connection in digital marketing

Monika Schulze, Head of Customer and Innovation Management, **Zurich Insurance**

10.45 – Morning Coffee and Networking

11.30 – Building a Community Around your Brand

In today's hyper connected world, people don't just want to buy from brands, they want to be a part of it! Learn how you build communities that turn customers into fans that become your best advocates, trusted advisors to you and your customers, as well as partners for faster and better innovation.

Malin Liden, VP, Head of EMEA Marketing Transformation Office, **SAP**

12.15 – How Artificial Intelligence is transforming Social Media Marketing

- Why is Artificial Intelligence being adopted for Social Media Marketing?
- Artificial Intelligence driven notifications and alerts
- Discover actionable business insights with Artificial Intelligence

Clive Roach, Director of Digital Social Media, **Signify**

13.00 – Lunch Break

14.00 – Sales & Marketing Alignment for Setting up a Successful Omni-Channel Demand Generation Approach

Dominik Schneider, Director, Head of Digital & Content Marketing, **Straumann Group**

14.45 – E-commerce and Brand – Resolving the Conflict on the Website

Arthur Werner, Director, Global eCommerce & Operations, **HARMAN**

15.30 – Agnostic Marketing: The Power and Possibilities of Fair Dealing

FreedomPay is an open and agnostic tech commerce platform powering payments worldwide. Customers include: the world's top 10 food service providers; 100+ airports in America; the world's top 5 hotel resorts; and thousands of restaurants. In addition, FreedomPay partners with many acquirers/banks such as J.P. Morgan Chase, Barclays, Citi, Lloyds, Elavon and Global Payments to enable their customers across multiple industries.

In order to drive growth and opportunities the FreedomPay Marketing team adopts a fair, impartial, and open relationship with all these partners. As in the world of some broadcasting Fair Dealing can be a statutory defense, but although this is not a legal requirement in Marketing it's a helpful approach for many B2B Marketers: Partnering/advocacy marketing is key to B2B growth.

FreedomPay Marketing team is 'fair to all' fair to the customers, fair to clients and fair to partners. Content should be based on respect, openness and straight dealing. **Liesl Smith**, SVP Marketing & Sales Enablement, **FreedomPay**
Taylor Durovsk, Associate Director, Marketing & Communications, **FreedomPay**

16.15 – Brief Coffee Break and Networking

16.30 – How to Use Music to Leverage your Business Results

- What do we do in the music industry and how music has changed in the last decades
- Building relations with clients through music
- How to innovate through music
- Artists as 360 degrees brands / influencers
- Role of music in your content marketing strategy
- Case studies

Slawomir Kochanski, Digital Director, **Universal Music**

17.15 – Interactive Discussion: Creating a New Marketing Strategy and Evolving your Digital and Customer Journey Landscape

Alexander Rodrigues, Marketing Director, **Dyson**

17.45 – Closing Remarks from the Chair and End of Forum



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WHY YOU SHOULD ATTEND

The nature of corporate marketing organisation and strategy continues to evolve. Marketing needs to further adapt if it is to deliver greater value. Therefore, many companies are restructuring and rebuilding their marketing departments. Embracing transformation, technology and leadership are key to succeeding in this process. Particularly in a time of market uncertainty and dramatic changes in the way people work and live.

There are numerous global brand developments to discover in the current environment. Marketing needs to manage brand engagement in a meaningful way to connect with customers. Internal branding and sustainability play a key role in living the company's brand and cascading it externally. Building communities and ecosystems is vital in this process.

From utilising data and social insights to enhancing the consumer experience, marketing is required to be innovative to enhance its ROI and accountability. Data, content and customer journey deserve special focus as it carries major risks but also fantastic opportunities.

A key consideration is the need to connect sales/marketing with the consumer, in order to be more effective and reach customer groups on a relationship basis. Knowing which marketing activities to centralise while catering to local markets is critical.

Attend this nineteenth forum in our marketing series to benchmark how other corporate marketing departments are facing these challenges; hear their perspectives - both success stories and lessons learned. Utilise this event to learn from their experiences, compare solutions and take away concrete strategies that you can use to drive strategic transformation in your enterprise.

WHO SHOULD ATTEND:

CMO, Directors, Managers of:
Marketing, Branding, Consumer Insights, Social Media, Marketing and Sales Strategy, Communications

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