

WHAT'S ON



11 SEPTEMBER 2019, BRITISH FILM INSTITUTE,
SOUTHBANK, DOORS OPEN AT 9AM

NFT1 MAIN STAGE

10:00 - 11:30

Revealed! BrandZ™
top 75 most valuable
UK brands 2019

Sophie Galvani *Dove* / Mike Taylor
Vodafone / James Watt *BrewDog* /
Martin Guerrieria *Kantar* /
Doreen Wang *Kantar*

13:00 - 13:25

7 Future imperatives
finding growth in
uncomfortable places

J. Walker Smith *Kantar*

13:30 - 14:30

Abundant markets and
anticipative organisations:
How to find and unlock
real growth

Philippa Snare *Facebook* /
Christoph Isenbuenger *Alibaba* /
Nina Rahmatallah *Kantar* /
Mark Visser *Kantar*

14:45 - 15:45

Hold Her Gaze:
Inspiration for the
future of marketing
to women

Karen Flavard-Jones *L'Oréal Paris* /
Helen Normoyle *Boots* /
Candice Brathwaite *Make*
Motherhood Diverse /
Hari Blanch-Bennett *Kantar*

16:00 - 16:45

Women in sports:
Growth journey of
England Lionesses team

Kelly Simmons MBE *The Football*
Association / Martin Glenn *The Football*
Association / Bart Michels *Kantar*

16:45 Onwards

Join us for networking
drinks in the Lobby

NFT2 CONSUMER STAGE

11:45 - 12:30

Winning the grocery
growth challenge

Ray Gaul *Kantar* / Anish Mashru
Kantar / Matt Botham *Kantar*

12:45 - 13:15

A plant-based future?

Richard Allen *Kantar* /
Charlie Warwick *Kantar*

14:45 - 15:25

Unlocking growth through
consumer-centricity

Malcolm Pinkerton *Kantar* /
Nadya Ardianti *Kantar* /
Owen McCabe *Kantar*

15:40 - 16:00

Brexit barometer: What
do the people want?

Craig Watkins *Kantar* /
Sean Larkins *Kantar*

NFT3 MEDIA STAGE

11:45 - 12:05

Reputation
management:
Aviva's journey

Raj Kumar *Aviva* /
Anna Salter *Kantar*

12:05 - 13:00

PR and marketing silos:
Break them down or leave
them be?

Panel chair: Helen Dunne
CorpComms Magazine
Panellists: Juliet Callaghan *Three* /
Chris Turner *RBS*

13:10 - 13:30

Using artificial intelligence
to measure earned media
impact

Margo Swadley *Kantar* / Simon
Ingram *Kantar*

13:45 - 14:25

Getting media right:
The good, the bad
& the ugly

Rosie Hanley *eBay* / Julia Ayling
Mindshare / Chris Cox *Snap Inc.* /
Jane Ostler *Kantar* /
Bernard Chudy *Kantar*

14:45 - 15:25

What can the rise of
eSports tell us about
tapping into niche
online channels?

James Burke *Kantar*

15:30 - 16:10

Panel: Are we exploiting
the power of data
effectively?

Chair: Mark Inskip *Kantar*
Panellists: Andrew Tenzer *Reach* /
Simeon Duckworth *Essence* /
Rob Saunders *Twitter UK* /
David Fletcher *Wavemaker* /
Sushmita Jain *Kantar*

16:20 - 16:40

China: Paving the way for
a changing global digital
landscape

Gaelle Bertrand *Kantar*

SPECIALIST TOPICS

11:45 - 12:05

Stage: Studio
A condition behind
closed doors

Sarah Smith *Kantar*

14:15 - 15:15

Stage: Blue Room
The responsive business:
How to elevate the power
of marketing and insight
in your business

David Wood *Shell* /
James Johnstone *Shell* /
Mark Evans *Direct Line Group* /
Ruth Spencer *Walgreens Boots*
Alliance / Julie Kollman *Kantar*

14:45 - 15:05

Stage: Studio
The journey to equity in
leadership - the Reykjavik
index

Rosie Hawkins *Kantar*

15:30 - 16:30

Stage: Blue Room
Changing the question;
designing questions to
deliver data which is
closer to the truth

Steve Wigmore *Kantar*