

# CONNECT CMO | UK Leadership Summit

Twickenham Stadium, London  
27-29 March, 2022



## YOUR ITINERARY...

### Sunday 27 March

- Welcome Reception - 5pm-7pm

### Monday 28 March

- Breakfast - 7.30am
- Keynote - 8am
- Speaker Sessions - 9am-6pm
- One2One Meetings - 9am-6pm
- Networking Lunch - 1pm-2pm
- Networking Food and Drinks - 6pm-9pm
- Stadium Tour (limited spaces available)

### Tuesday 29 March

- Breakfast - 7.30am
- Keynote - 8am
- Speaker Sessions - 9am-12pm
- One2One Meetings - 9am-12pm



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## SUNDAY 27 MARCH

*(optional)*

We'd love to welcome you on the Sunday, ahead of the packed agenda on Monday and Tuesday.

The evening will commence with a Welcome Reception from 5pm in the Members Lounge. You'll be greeted by the CONNECT CMO team who will sign you in and provide your Welcome Pack. This will include your Meeting Schedule, Appointment Card and Summit Directory - everything you need ahead of the Summit.

There will be drinks and canapés served, with the opportunity to network with your peers.



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## MONDAY 28 MARCH

If you decide to arrive on the Monday morning, we recommend you arrive at 7.30am. This will allow plenty of time to check-in, receive your Welcome Pack and enjoy breakfast. Don't forget your Monday night stay is on us!

For those staying with us on the Sunday, you can head to the Churchill Suite from 7.30am for breakfast. The Keynote will start promptly at 8.00am with Ian Maskell, Marketing Vice President of Unilever.

He'll be discussing Brand Purpose and ESG. The speaker sessions and One2One meeting schedule will commence after.



Unilever



At the end of day one, join us from 6pm for food and drinks in The East Wing. You won't want to miss the fantastic backdrop of the Cabbage Patch.

Stadium tours will take place in the evening. For more details, please contact Gabriela Ramos - +44 (0)20 3884 6697

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## MONDAY 28 MARCH

Morning Session

07:30	Breakfast
08:00	<b>Keynote: Brand Purpose and ESG: Too Woke or Not Woke enough?</b> <i>Ian Maskell, Vice President of Marketing, Unilever</i>
09:00	<b>Mcommerce: How rapid Growth Mobile will Transform Retail</b> <i>Sal Maiorano, Director of Marketing/Acquisition, Furniture Village</i>
10:00	<b>What can Big Business Learn from the Start-Up Marketing Space?</b> <i>Sumeet Vermani, Global Vice-President of Marketing, Global Processing Services</i>
11:00	<b>The Benefits of In-House Marketing 2022-23</b> <i>Olya Dyachuk, Data Driven Media Director, Heineken</i>
12:00	<b>Reputation Matters: Managing Brand and Corporate Reputation</b> <i>Mary Whenman, Director of Communications, British Business Bank</i>
13:00	Lunch

\*Agenda subject to change. Please refer to the website for the most up to date version

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## MONDAY 28 MARCH

*Afternoon Session*

14:00	<b>How to Build a Crisis Resilient Brand</b> <i>Jo Scott, Chief Marketing Officer, Lloyds</i>
15:00	<b>Darwinist Marketing: Why Brands must Embrace Evolution</b> <i>Nora Duggan, Chief Marketing Officer, Taxback International</i>
16:00	<b>Managing the Changing Dynamic Between Sales and Marketing</b> <i>Enrico Gazzano, Global Marketing Director, SSI Schaefer</i>
17:00	<b>The Fast-Track Global Rebrand Playbook</b> <i>Justin Vaughn-Brown, Chief Marketing Officer, Deep Instinct</i>
18:00	<b>Drinks Reception</b>

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**NOTE:** the speaker sessions and One2One meetings happen concurrently. If there are any particular sessions you would like to sit in on, please speak to Gabriela Ramos who will bookmark those on your account.

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## TUESDAY 29 MARCH

The final day of the Summit will kick off with breakfast at 7.30am in the Churchill Suite.

From there, take time to gather your questions and get ready for your speaker sessions in the Brunel Suites and One2One meetings in Rose Suite.

Simon Morris, Senior Director of Digital Marketing, Adobe, will spark the first session of the day, hosting the debate - Why budget doesn't have to dictate brand growth and development.



We'll see day two end at midday. Once your final meeting and speaker session have finished, please take your Appointment Card to Gabriela, who will process any reimbursements.

We hope you leave with all the resources and connections you need for a successful 2022 and beyond!

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## TUESDAY 29 MARCH

Morning Session

07:30	Breakfast
08:00	<b>Keynote Debate: Why Budget Doesn't have to Dictate Brand Growth</b> <i>Simon Morris, Marketing Director, Adobe</i> <i>Sumeet Vermani, Global Vice President of Marketing, Global Processing Services</i> <i>Garen Yepremian, Senior Marketing Manager, HSBC</i>
09:00	<b>How our Ethical Responsibility Helps us Make the Right Choice for our Business and Brand</b> <i>Caroline Webb, Chief Marketing Officer, The Royal Mint</i>
10:00	<b>Deloitte: Key Global Marketing Trends 2022-23</b> <i>Becky Skiles, CMO, Deloitte Digital</i>
11:00	Personalisation: Friend or Foe

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## WHO CAN ATTEND

Senior Marketing Professionals including CXOs, Directors, Heads of, VPs and Senior Managers from mid-market and enterprise companies, seeking solutions for their business.

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