

campaign

LIVE

1-2 October 2024

Convene, 155 Bishopsgate, London

The Business of Creativity.

2024 Speakers



Arthur Sadoun
CEO, Publicis Groupe



Kate Wall
Marketing Director, KFC



Naomi Walkland
Chief Marketing Officer,
Motorway



AJ Coyne
VP Marketing, Monzo Bank



Ashley Alexander-Birch
UK Head of Brand, Liquid
Death



Alice Tendler
Director of Marketing and
Brand, OVO



Keith Weed
Chair and non-executive
Director and Former Chief
Marketing Officer, Unilever
PLC



Lynsey Atkin
[Incoming] Chief Creative
Officer, McCann London



Swagat Choudhury
Global Digital Commerce
Director, Mars Wrigley



Michelle Spillane
Managing Director
Marketing, Paddy Power



Graeme Pitkethly
Former Chief Financial
Officer, Unilever PLC



Dr. Rebecca Swift
SVP Creative, Getty Images



Noel Lyons
Chief Customer Design
Officer, NatWest



Toju Duke
Founder Diverse AI, and
Bedrock AI, Author



Rania Robinson
CEO & Partner, Quiet Storm



Jon Marchant
Marketing Director, MOJU



Neasa McGuinness
Head of Strategy, Mother



Ana Balarin
Chief Creative Officer,
Wieden & Kennedy London



Karen Martin
Chief Executive Officer, BBH
London



Dr. Rodney Collins
Intelligence Co-Director,
Outvertising



Shelley Smoler
Chief Creative Officer,
Droga5



Sam Brown
Head of PR, 72PointPLAY



Neil Henderson
CEO, St Luke's London



Gen Tompkins
Chief Client Experience
Officer, Goodstuff
Communications



Martin Rose
ECD, Mother



Nadja Lossgott
Joint Chief Creative Officer,
AMV BBDO



Richard Brim
Chief Creative Officer,
adam&eveDDB



Dani Roberts
Campaign Director, Purple
Goat



Emma Horgan
Production Director, Mother



Seb Munden
Chair of WRAP and Chair of
Ad Net Zero

DAY ONE

TUESDAY 1 OCTOBER 2024

08:30	BREAKFAST 'N' BUZZ
09:30	Welcome by Campaign
09:35	Success in Selling Creativity Arthur Sadoun , CEO, Publicis Groupe Moderator: Gideon Spanier , UK editor-in-chief, Campaign
10:10	Flash Five - What Inspires the Inspired? Speakers include: Naomi Walkland , Chief Marketing Officer, Motorway Michelle Spillane , Managing Director Marketing, Paddy Power Karen Martin , Chief Executive Officer, BBH London
10:30	Creative Leaps - Is Creative Work Getting Too Safe & Boring? Speakers include: Lynsey Atkin , [Incoming] Chief Creative Officer, McCann London Richard Brim , Chief Creative Officer, adam&eveDDB Nadja Lossgott , Joint Chief Creative Officer, AMV BBDO
11:00	MORNING MINGLER Fuel up with coffee and engage in lively conversations to spark new connections and ideas

BREAKOUT SESSIONS

	CONSUMER CONNECTIONS	AI IN ADLAND	INSIGHTS INTO ACTION
11:30	Welcome by Campaign	Welcome by Campaign	Welcome by Campaign
11:35	A1: KEYNOTE: Amplify Your Ads: Harnessing the Power of News Generation (TBC) Sam Brown , Head of PR, 72Point	A2: SPONSOR KEYNOTE: AI Revolution: - Transforming Creative and Media Landscapes	A3: SPONSOR KEYNOTE: Beyond Cookies: - Rethinking Personalisation in Marketing
11:50	B1: SPONSOR PANEL: Creative Cut-Through - how to reach a wider audience	B2: PANEL: AI in Advertising Artistry - Balancing Innovation with Tradition Speakers include: Dr. Rebecca Swift , SVP Creative, Getty Images	B3: PANEL: Creative Catalysts - How Insights Fuel Creative Marketing Strategies Speakers include: Sherice Anibaba , Head of Brand, Greene King Dani Roberts , Campaign Director, Purple Goat
12:15	C1: SPONSOR KEYNOTE Senior representative, Social Element	C2: SPONSOR KEYNOTE	C3: SPONSOR KEYNOTE: How media owners are increasing their targeting capabilities
12:30	D1: FIRESIDE: Know Thy Audience - The Business Impact of Making Incorrect Assumptions Jon Marchant , Marketing Director, MOJU Drinks	D2: KEYNOTE: Navigating the AI conundrum Toju Duke , Founder Diverse AI and Bedrock AI, Author	D3: SPONSOR FIRESIDE or KEYNOTE: Data at Work - How to effectively use data and insights to drive relevant marketing communications

12:50	EAT 'N' MEET
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DAY ONE

TUESDAY 1 OCTOBER 2024

	CONSUMER CONNECTIONS	AI IN ADLAND	INSIGHTS INTO ACTION
14:25	Welcome back by Campaign	Welcome back by Campaign	Welcome back by Campaign
14:30	E1: FIRESIDE: How Monzo has used creativity to change the Banking industry AJ Coyne , VP Marketing, Monzo	E2: SPONSOR KEYNOTE: Optimise Your Targeting with AI	E3: KEYNOTE: Leading Change - Charting a Sustainable Future in Advertising Seb Munden , Chair, WRAP and Chair, Ad Net Zero
14:50	F1: SPONSOR PANEL: The role of trust in media - from an audience perspective	F2: FIRESIDE or KEYNOTE: AI Success Story Noel Lyons , Chief Design Officer, NatWest	F3: PANEL: Profit with Purpose - Leveraging Sustainability for Better Business Speakers include: Alice Tandler , Director of Marketing & Brand, OVO Ashley Alexander-Birch , UK Head of Brand, Liquid Death
15:15	G1: KEYNOTE: Outvertising's Consumer Report - Uncovering What Drives LGBTQIA+ Brand Preferences Rodney Collins , Intelligence Co-Director, Outvertising	STRATEGY CHANGE CASE STUDY: Rethinking Our Whole Strategy For A Record-Breaking Year Hazel McGuire , General Manager, UK & Ireland, Intrepid Travel	G3: KEYNOTE: Purpose Partnerships – Finding Creative Synergy to Drive Impact Anne-Sophie Voumard , Managing Director, Marketing and Media, International Olympic Committee
15:30	REFRESH 'N' RECONNECT		
16:00	Creative Cross Talk - CFO Meets CMO Keith Weed , Chair and non-executive Director and Former Chief Marketing Officer, Unilever PLC Graeme Pitkethly , Former Chief Financial Officer, Unilever PLC		
16:30	Closing Remarks by Campaign and End of Day One		



DAY TWO

WEDNESDAY 2 OCTOBER

09:00	BEGIN (AGAIN) & BREAKFAST
09:45	Welcome Back by Campaign
09:50	Economic Pulse - Understanding the Impact of the Current Landscape
10:15	KEYNOTE: Marketing at the Heart of It All
10:40	Power Play - Balancing Roles in Good Creative Work Kate Wall , Marketing Director, KFC UK & Ireland Martin Rose , ECD, Mother Emma Horgan , Production Director, Mother Neasa McGuinness , Head of Strategy, Mother
11:00	MORNING MINGLER Fuel up with coffee and engage in lively conversations to spark new connections and ideas

BREAKOUT SESSIONS

	CROSS-CHANNEL CONSISTENCY	COLLABORATION & TRUST
11:30	Welcome by Campaign	Welcome by Campaign
11:35	H1: KEYNOTE:	H2: SHORT TALKS: Top Creatives Speakers include: Ana Balarin , Chief Creative Officer, Wieden & Kennedy London Shelley Smoler , Chief Creative Officer, Droga5
11:55	I1: KEYNOTE:	I2: KEYNOTE: Campaign Best Places to Work 2024 Maisie McCabe , Editor, Campaign
12:10	J1: KEYNOTE: Digital Commerce "The new consumer forefront" Swagat , Global Digital Commerce Director, Mars Wrigley	J2: PANEL: People & Purpose - What's Required to Grow and Nurture Talent Rania Robinson , CEO & Partner, Quiet Storm Neil Henderson , CEO, St Luke's London Gen Tompkins , Chief Client Experience Officer, Goodstuff Communications
12:35	Closing Keynote	
12:55	Closing Remarks by Campaign and end of Campaign Live	

