

MEDIA BUSINESS COURSE 2019

**DISCOVER THE FUTURE
OF MEDIA PLANNING**

**ADVERTISING
ASSOCIATION**



THE ADVERTISING ASSOCIATION MEDIA BUSINESS COURSE



ROSEMARY MICHAEL MBE

Rosemary Michael is Consultant to the Media Business Course at the Advertising Association.

She was named Advertising Woman of the Year in 1982 by the Adwomen Association for her services to the industry. These began in 1964, when she became personal assistant to the director of education of the Advertising Association, helping to organise one of the first Media Business Courses. In 1968, Rosemary joined The Sunday Times to organise its promotions and events. In 1974, she became executive assistant to the managing director of the Thomson Organisation. Rosemary joined CAM in 1976 and ran its courses and seminars, which were then transferred to the Advertising Association in 1986. In June 2013, she was awarded an MBE for services to media education and training.

Starting in the way in which it was happily able to continue, the first Media Business Course assembled in 1964 at the Metropole in Brighton. It was, from the outset, popular and successful, with 80 delegates 'signing in'.

The course was devised to meet a particular and clearly perceived need, namely that young people joining the media side of advertising should have the opportunity to learn more about the business aspects of their chosen career.

Sponsored by the Advertising Association, it aimed to bring the sellers of media into more informed contact with buyers, planners and, indeed, the advertisers themselves. The birth of the course was not without its difficulties, but 30 delegates were hoped for and the Watford College of Technology was reserved. In the event, their facilities could not cope with the demand, which was, incidentally, confined only to those who sold time or space.

Over the years, while the format of the course has altered, not surprisingly, its subject matter has remained highly consistent. There was a need to look at agencies in particular. How did they work? How were decisions made? Who made them? The questions remain as pertinent as ever.

It soon became clear, however, that the course, which rapidly became a part of the advertising establishment, winning the enthusiastic support and participation of many leading and prominent people in the business, would benefit from a broader base. First agencies, and then advertisers were encouraged to send their own delegates.

Over the years the Media Business Course has moved between Brighton, Eastbourne and Bournemouth. In that time it has evolved into three separate days, where 'The Brief', 'The Media' and 'Creativity' are all brought under scrutiny. Especially important and valuable has been the introduction of syndicate work which, though not always welcomed with open arms by participants, is much appreciated in retrospect!

Now the course is back in Brighton, in the splendid surroundings of The Grand Hotel.

“ **THERE WAS A NEED TO LOOK AT AGENCIES IN PARTICULAR. HOW DID THEY WORK? HOW WERE DECISIONS MADE? WHO MADE THEM?** ”

The Advertising Association is rightly proud of the course's reputation and achievements. It is proud of what many past delegates have achieved, and it is proud of the contribution made to a better understanding of the role of media in advertising.

6-9 NOVEMBER 2019

GOOD MORNING...

Welcome, from the Course committee, to the 2019 Advertising Association Media Business Course.

The next three-and-a-half days represent a truly unique opportunity. Like the delegates who have gone before you over the past 54 years, you represent the industry's best – so be ready to work hard and have some fun, too. Prepare for incredible presentations from the best in the business; we hope you enjoy them and that they prove extremely useful for the huge syndicate project you have been set. Our wonderful committee and tutors look forward to meeting you all between now and Saturday.

Good luck!

Karen Stacey and David Wilding
Co-chairs



INFORMATION FOR ATTENDEES

ID BADGES

Please wear your lanyard and badge at all times throughout the week for security purposes and return them to us before you leave.

SOCIAL

Our event hashtag is #MBC2019. Please make lots of noise about us.

DIETARY REQUIREMENTS

We have passed on all dietary requirements to the hotel staff. Please speak to a member of the waiting staff during meals who will be pleased to assist you.

DRESS CODE

The dress code during the course is casual. For the Syndicate Presentations on Friday afternoon and the Gala Dinner on Friday evening the dress code is smart (black tie is not necessary for the dinner). Also bear in mind that if your syndicate is shortlisted, you will also be presenting on Saturday morning.

CHECK OUT

Please ensure that you check out of your room by 11:00 on Saturday morning. The hotel will store your luggage.

ASSISTANCE

Advertising Association staff will be on hand throughout the week at the MBC desk if you have any queries or concerns. For any emergency outside of conference hours, please call 07917 533794. After the event, please contact us via events@adassoc.org.uk

FIRE PROCEDURE

In the event of a fire alarm, please leave your belongings and follow hotel staff who will guide you to the meeting point.

WIFI

We have complimentary WiFi
Network: MBC2019
Password: mediabusiness

FILMING AND PHOTOGRAPHY

During the event we will be filming and taking photographs. If you prefer not to be featured, please inform a member of staff on the MBC desk.

TIMEKEEPING

Out of courtesy to the speakers and other delegates, please ensure that you are seated in your syndicate row a few minutes before the start of each session.

FEEDBACK

You will be given speaker feedback forms each day. Kindly complete these and hand to a member of staff on leaving the hall/ hand to the MBC desk. We will also ask you to complete an event evaluation survey at the end of the event. We greatly value all feedback as it will help us to improve the event.

timeTo

You will see timeTo branding around the venue. timeTo is the initiative formed by the Advertising Association, NABS and WACL to address sexual harassment in the advertising industry. For more information on the initiative, visit timeto.org.uk

COURSE FEE

Your course fee includes all meals and refreshments at the Grand. Friday night's Gala Dinner includes a sparkling wine reception and three course meal with wine and entertainment. A cash bar will be provided after the dinner. Any additional items charged to your room must be settled on check out.

COMMITTEE



KAREN STACEY
Co-Chair

Karen is Digital Cinema Media's CEO, and is currently overseeing a transformation of cinema's role in the modern media mix with a strategy to align with the AV market. The past year alone has seen brands and their agencies pull off a string of media firsts in the space, further enhancing the big screen's everlasting ability to captivate audiences through its unique immersive and dynamic environment. This has resulted in significant growth for the cinema medium and DCM being named Sales Team of the Year by advertising title Campaign at the 2017 Media Week Awards.

In 2016, Karen was honoured as one of Ad Age's Women to Watch Europe and named as one of Campaign's commercial sales chiefs of the year. Karen is also a member of WACL, the Marketing Society and The Solus Club.



DAVID WILDING
Co-Chair

As Director of Planning at Twitter UK David's role is very simply to help brands, users and organisations to get the most out of the most exciting communications tool in the world. Before joining Twitter David was Head of Planning at PHD for 5 years working predominantly on Sainsbury's, Mondelez and Warner Bros for whom he helped create the The Lego Movie Ad Break. Before PHD he spent 8 years at Mindshare working predominantly on Nike and started out at Zenith Media. David has been chair of judges for the AA's Media Business Course since 2015 and is a Governor for the University of Portsmouth. David spends too much time on trains and is struggling to adjust to the fact that his beloved Wolverhampton Wanderers are now quite good.



SIMEON ADAMS

Simeon's career has spanned media agency, full service agency, media owner and creative agency. He began as a TV buyer at Ogilvy & Mather on the behemoth Ford account. A transition into planning followed, then a move to CIA to hone his strategic planning skills. This developed into a role as group strategy director at MEC. In 2005, he became director and head of planning at Metro, looking after commercial and creative solutions. From 2007, he spent five years as strategy director at BBH, working on British Airways and as planning lead on Audi and Yeo Valley.

Simeon joined Goodstuff as Creative Partner in 2011 to help launch the agency's full service media offering. In spite of this, Goodstuff has gone from strength to strength – becoming Campaign's Media Agency of the Year 2012, runner up in 2013 and shortlisted as Media Week's Agency of the Year in 2016 and 2018, and winning the title in 2017. Goodstuff has now grown to 125 staff, billings of £175m and it won Agency of the Year at the 2019 Campaign Media Awards.



RACHEL BRISTOW

Rachel joined Sky UK in a new role of director of client partnerships and collaboration in August 2014, with a remit to develop strategic partnerships within the commercial arm of Sky Media. Her role involves leading specialist teams in creating unique opportunities for advertisers leveraging Sky's broader assets.

Before this she worked for Unilever, holding a number of positions, most latterly vice president global media data and analytics. Earlier in her career, she worked in the traditional advertising team for Sainsbury's before heading up direct marketing programmes. In 2007, Rachel was appointed marketing, communications and buying director and given responsibility for media investment across 30 brands, including Flora, Dove, Persil, Lynx, Sure, PG Tips, Comfort and Magnum.

In January 2012, she was appointed vice president of global media data and analytics for Unilever. Rachel takes an active role in industry initiatives having been a non-executive director of Newworks, and director and treasurer of ISBA. She is a member of WACL and has been recognised by Ad Age Europe Women to Watch.



PAUL CAROLAN

Paul got into media after seeing his older cousin driving a Porsche at 28 and wearing an expensive green suit. He started his own career at Capital Radio wearing a much cheaper green suit and driving a clapped-out Renault 19, but has since flourished in his career working on brands such as Virgin Radio, Microsoft Advertising, and JCDecaux.

Paul then realised a long-held ambition of becoming a business coach, and is Managing Director at the leading industry coaching company Archipel. His company partner with the likes of Facebook, WPP, Omnicom and ITV.

Paul has worked for many years as a mentor in the media industry, and in the general community, and is one of the mentors for the Fast Forward programme through NABS. He is also known in the industry as 'the furniture guy' after briefly leaving media to set up a furniture design company with his brother. Gallery of Wonderful was launched in Selfridges.



NIGEL CLARKSON

Nigel is now in his 24th year of his career in advertising and media, and attended the Media Business Course himself in 1997. His previous employers include Clear Channel and Primesight in OOH, Classic FM in radio, and leadership roles in LivingSocial, Weve and Yahoo/Oath in the digital, data and mobile arena. He is now the Commercial Director at Global, overseeing the UK's biggest Outdoor business following Global's acquisition last year of Exterior, Primesight and Outdoor Plus. He has been named three times as one of the Top 10 Commercial Leaders in the UK by Campaign magazine.

Nigel started his career working in an office with no email or internet, and ended up running two of the UK's biggest online/ mobile businesses within 20 years – which is testament to the changes that we all face in media. We now have choices – lots of them. This course will hopefully equip you to make some of the right ones.

Nigel is a passionate believer that we are still an ideas and a people business. He gives back through committee and advisory roles for NABS, the Media Business Course, Media 360, has sat on the main board of the IAB and the Outdoor Advertising Association, and is an active mentor to several individuals and businesses.



MATTHEW HOOK

Matthew runs his own strategic consulting practice, helping organisations across the marketing, media, technology and professional services industry achieve strategic clarity. The aim of the business is to help people to make better, clearer decisions about the way forward, to tell their stories more effectively, and to ensure that their organisations are set up in the right way to succeed. Very originally, that business is called Hook Strategy.

Matthew's 17 years in the industry include a wide range of different roles in strategy, innovation and general management, most recently as Chief Strategy Officer of Dentsu UK & Ireland, leading the business strategy for its 4,000 people, 23 brands and market-leading clients. Previous to that he ran Carat UK during a period of rapid growth, and also spent time in New York building a multi-disciplinary innovation unit called Jumptank. Prior to that he was a reasonably good media planner, and a relatively unsuccessful Media Business Course syndicate leader. Matthew is passionate about strategy, about great work, and about creating the next generation of brilliant and motivated thinkers and doers.



GRANT MILLAR

New business and the transformational media plans most pitches centre around are familiar ground for Grant. He joined ZenithOptimedia Group as UK CEO two years ago, moving on after his first year to become Chief Client Officer for Zenith globally, leading pitch wins for Aviva, Edrington (Famous Grouse) and RB, as well as UK wins including COTY, BBC Worldwide, net-a-porter, Harvey Nichol's and Singapore Airlines.

Before this Grant was Global Client President at Carat, helping to win Campaign Network of the Year in 2012 and giant global accounts like Mondelez and MasterCard. Between 2005 and 2012 Grant was MD of Vizeum, which became a formidable new business agency with a reputation for innovation. Clients won included Coca-Cola, BMW, IKEA, Innocent and 20th Century Fox.

Way back Grant was Head of Planning & Media at BT, helping to launch Broadband, the first client-side 'Face to Watch' in Campaign Magazine and a BT Marketer of the Year. At BT he got his first experience at MBC in 2002 as a Syndicate Leader. He didn't win, so comes back every year to try and help others learn from his mistakes.



CLARE PETERS

Clare has been at Manning Gottlieb OMD for 12 years and has recently started a new role as Chief Business Strategist, prior to that she held the position of Head of Planning for 6 years. Clare works with clients to add more value through deeper, more upstream and 'off-brief' conversations to find new and innovative ways to solve business challenges, boost effectiveness and increase profitability. Clare also has a wealth of experience in brand planning, having worked with an impressive portfolio of brands. In her earlier career this included Diet Coke, Carling, PlayStation, FRANK and Knife Crime. More recently her portfolio has included John Lewis, Age UK and Virgin Trains. The work on these brands has been recognised at a local and global stage – including winning Gold awards at Cannes, WARC, Media Week, Campaign and Thinkbox.

TUTOR TEAM



HAMID HABIB

Hamid began his career studying medicine with a view to becoming a psychiatrist. Quickly realising you have to be of sane mind yourself to listen to other people's problems, he promptly left and set up a nightclub called Plastic People in Shoreditch. After a few years of mischief, Hamid joined the world of PR where he worked on PlayStation and launched KitKat Chunky. From there, he moved into marketing roles at MTV and Nickelodeon, where he took the channel to the number-one kids' TV station. After six years' client-side, he jumped back into agency life at ZenithOptimedia, where his work with clients O2 and Puma won him Cannes Lions, Media Week, Thinkbox and Campaign awards.

After another 6 year stint at OMD as Chief Innovation Officer looking after strategy, creative solutions and data science he joined Starcom as MD. Getting bored with management and wanting to get closer to the work again he recently left to join Sally at Craft. Also, her teams have won the last couple of MBC's and he wants to find out how on earth she's doing it...



DAN HAGEN

Dan began his career at CIA Media Network on European roles for Microsoft and Novartis before moving to New York to ride out the first dotcom bubble and burst. He subsequently returned to London, spending several years launching the National Lottery's interactive platforms and eventually rising to Managing Partner of Strategy at Havas.

Dan spent the next 6 years as Head of Planning and then CSO at Carat working with clients such as Mondelez, Asda and Santander, before moving into his current role of Global Chief Strategy Officer at iProspect in September 2018.

Dan is a regular at the judging tables of Media Week, Campaign, DMA and was a member of the awarding jury for the Media category at Cannes in 2017. He's always on the lookout for work that inspires its audience, but also delivers in spades for the brand.



DAVID GRAINGER

David began his advertising career in media research in national press, before moving to Zenith, where he worked in planning for 15 years on clients including Molson Coors, Puma and Toyota. He moved to Initiative as Head of Strategy, working on Amazon and Tesco, before moving to m/SIX as Chief Strategy Officer, leading strategy for clients such as Tate&Lyle and Just Eat, and building sponsorships for The Great British Bake Off and X-Factor respectively.

He joined Starcom in March 2018, to spearhead UK strategy and steal Hamid's crisps. In 2017, in the wake of the Grenfell tragedy, David founded AdLondonCalling, London's biggest ever music quiz, to raise money for those impacted by the fire. Now in its second year AdLondonCalling has raised over £120,000 to help disadvantaged young people across the capital. Last year (David's first as an MBC tutor) he mentored two teams through to Saturday's final. Just saying.



SALLY WEAVERS

Sally Weavers, Founder of Craft Media, has 30 years' experience in the industry and has worked for agencies covering the full range of communication disciplines: creative (JWT/WCRS), brand (Branded) and media (Vizeum, UM, Initiative). She was most recently MD of Initiative UK. Sally is a member of WACL: a network of the most senior women in the communications industry, sits on the Facebook Client Council, is a long-term tutor for the Ad Association's Media Business Course, a Campaign Top 10 planner and a regular judge on industry awards panels.

Her career highlights include launching the new MINI for BMW, rattling the directory enquiries market with 118 118, helping Tesco through some significant challenges and launching Craft as a challenger brand into the UK media marketplace. She is a passionate believer in the importance of good mentorship and collects mentees wherever she goes.

DAY 1: WEDNESDAY 6 NOVEMBER

THE BRIEF

INSPIRATION AND PLANNING

A good client brief is key to creating and delivering outstanding media plans. In this session, the most experienced planning minds in the business will inspire you and give you practical advice on how to interpret a client brief and unlock the right strategic direction to help make the hard choices you face easier. We have a great brief for you to respond to. By the end of the day you should be equipped with all the tools you need to tackle it.

CONVENORS:



CLARE PETERS
Manning Gottlieb OMD



SIMEON ADAMS
Goodstuff Communications

08.30	DELEGATE REGISTRATION
10.00	INTRODUCTION FROM THE CHAIRS Karen Stacey, Digital Cinema Media and David Wilding, Twitter
10.15	WELCOME FROM THE ADVERTISING ASSOCIATION Sharon Lloyd Barnes, Advertising Association
10.25	INTRODUCTION FROM THE CONVENORS Clare Peters, Manning Gottlieb OMD and Simeon Adams, Goodstuff Communications
10.30	PLANNING IS TEAMWORK – BE A JEDI Tracy de Groose, Newsworks
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11.15	COFFEE BREAK
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11.30	PLANNING INSPIRATION Rory Sutherland, Ogilvy
12.30	THE CLIENT BRIEF
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13.15	LUNCH
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14.00	WHAT DOES GOOD PLANNING LOOK LIKE? Geoff de Burca, MediaCom
14.30	A TUTOR'S GUIDE TO SUCCESS IN THE MBC Hamid Habib, Craft Media
15.00	BEING TRUE TO YOURSELF Richard Eyre CBE, IAB UK
15.30	THE DAY'S SUMMARY Clare Peters and Simeon Adams
15.45	REFRESHMENTS AND SYNDICATE WORK
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19.30	DINNER

DAY 1

SPEAKERS



SHARON LLOYD BARNES

Sharon is the Commercial Director for the Advertising Association, which involves managing and growing its commercial side, ensuring the AA's work reflects and supports its members' business goals. She ran advertising sales teams in London and New York before co-founding The Drive Partnership, a consultancy working with businesses across a range of sectors to build profitable growth.



TRACY DE GROOSE

Tracy is Executive Chair of Newsworks and a portfolio director, advisor and investor. At Newsworks, the marketing arm of the national newsbrands, she is tasked with championing Britain's vibrant news media to readers and advertisers across the nation. Prior to this, Tracy was CEO of Dentsu Aegis Network, where she managed the UK & Ireland P&L of 20 media, creative, digital and data agency businesses with over 4,000 people across London, Manchester, Edinburgh and Dublin. Under her leadership the Group doubled in size between May 2014 and September 2017. A champion of WACL and a trailblazer for diversity and inclusion, Tracy believes in paving the way for others to follow and regularly prioritises time to mentor, support and guide emerging talent. In 2016 she was named one of London's most influential people in the Evening Standard's Progress 1000 list and hailed as a 'Woman to Watch Europe' by Advertising Age.



RORY SUTHERLAND

Rory joined Ogilvy as a graduate trainee in 1988. After 18 months as the world's worst account handler (he was once booked onto a time management course but got the date wrong), in 1990 he became a copywriter. He has worked on Amex, BT, Compaq, Microsoft, IBM, BUPA, easyJet and Unilever, winning a few awards along the way. He became creative director of OgilvyOne in 1997 and ECD in 1998, and in 2005 was made vice chairman of the Ogilvy Group in the UK in recognition of his improved timekeeping. By a stroke of luck (his brother is an academic), Rory first used the internet in 1987. Hence he had the advantage of knowing what it was and what it might do a few years ahead of many colleagues. Most people would have combined this knowledge of marketing and technology to make a fortune; not Rory. Instead he became the first Briton to have his credit card details stolen online, losing £22.45. In his spare time, Rory collects self-aggrandising job titles. He was president of the Direct Jury at Cannes in 2007, and president of the Institute of Practitioners in Advertising in 2009 for two years. He is a visiting professor of Warwick University, and technology correspondent of the Spectator.



Geoff is the Chief Strategy Officer of MediaCom UK, the UK's number one media agency by billings, and recently voted Agency of the Year at the M&M Global Awards. He joined MediaCom ten years ago as a strategist, and was recently promoted to CSO. In his time at MediaCom, he worked on strategy for a wide range of clients, including Sky, Tesco, Coca-Cola, Boots, PSA, Cancer Research UK and Money Supermarket, and in 2018 was part of the team that won the Cannes Lions Media Grand Prix for Tesco's 'Food Love Stories'.

As the agency's strategic lead, he's worked on many of MediaCom's successful pitch wins, including Sky, Coca-Cola, Lloyds Banking Group and Mars. As a strategist, he has a particular interest in behaviour change, and has worked on many charity and public sector clients.

Prior to joining MediaCom, Geoff worked as a planner and strategist at Naked Communications and Vizeum. He started his career planning bus campaigns at TDI Advertising, before moving to ITV as a researcher. He took part in the Media Business Course as a delegate in 1999. His team didn't win.



After a shaky start as a lousy TV airtime buyer in 1975, Richard spent 16 years in advertising, becoming media director of BBH. Moving into media, he became CEO of Capital Radio plc, ITV and Pearson Television. Since 2001, he has held non-executive roles, including time as a director of the Guardian Media Group. Richard has chaired the Eden Project and is currently chairman of the Internet Advertising Bureau, communications group Next 15 plc and the Media Trust.

He has founded a social search company and two radio stations, and written one novel. He walked to the North Pole in 2004 and the South Pole in 2013. In 2013 he was awarded The Mackintosh Medal for outstanding personal and public service to advertising, and in The Queen's 2014 New Year's Honours List, he was awarded a CBE for services to media and advertising.



“ **The Media Business Course is undoubtedly the most intensive, beneficial, enjoyable and highest calibre learning and development experience the industry offers.**

SIMEON ADAMS

Creative Partner, Goodstuff

Former MBC delegate

DAY 2: THURSDAY 7 NOVEMBER

THE MEDIA

THE CHANGING MEDIA LANDSCAPE

The range of media channels continues to grow at an amazing rate, giving brands more opportunities to engage consumers. The challenge is finding the best combination to engage the right audience at the right time and deliver the optimum return for the client's media investment. How will your recommendation deliver better results than the competition? We have some fantastic speakers who will wow you with their ideas on how best to use their channel and navigate the media landscape.

CONVENORS:



RACHEL BRISTOW
Sky Media



NIGEL CLARKSON
Global

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- 09.30 INTRODUCTION FROM THE CONVENORS**
Rachel Bristow, Sky Media and Nigel Clarkson, Global
- 09.40 TRUST IN THE UK ADVERTISING INDUSTRY**
Karen Fraser MBE, Credos
- 10.00 PLANNING AND COLLABORATION**
Mike Florence, PHD
- 10.30 CINEMA**
Davina Barker, Digital Cinema Media
- 10.55 SOCIAL**
Tim Pritchard, Manning Gottlieb OMD
-
- 11.20 COFFEE BREAK**
-
- 11.40 OOH**
Kate Tovey, JCDcaux and Louise Stubbings, Clear Channel Outdoor
- 12.05 MAGAZINE BRANDS**
James Wildman, Hearst Europe
- 12.30 SEARCH**
Jehan Shah, Google
-
- 12.55 LUNCH**
-
- 14.00 RADIO**
Stuart Mays, Global and Katie Bowden, Global
- 14.25 TV**
Simon Daglish, ITV
- 14.50 NEWSBRANDS**
Nick Hewat, Guardian News & Media
-
- 15.15 BREAK**
-
- 15.30 HOW TO PRESENT**
Nick Hurrell, George & Dragon London
- 16.10 WRAP UP AND Q&A**
Rachel Bristow, Sky Media and Nigel Clarkson, Global
- 16:30 SYNDICATE WORK**
-
- 19.30 DINNER**
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DAY 2

SPEAKERS



KAREN FRASER MBE

Karen leads Credos, the think tank for advertising. Credos monitors advertising's impact on the economy and showed how advertising contributes £132bn to UK plc. Previously Karen published reports on trust and reputation, and she won a worldwide competition for a place on Harvard Business Review's Breakthrough Ideas List for her work. She was awarded the MBE for services to diversity and advertising in the Queen's 2017 New Year's Honours list.



MIKE FLORENCE

Mike is dedicated to making good ideas happen. He inspires people to be more ambitious in terms of thinking as he firmly believes that creativity is effectiveness. Mike has also introduced a new planning approach at PHD, called rhythms planning, and is a member of the Cannes Chimera, a "super agency" of creative talent made up of winners of the Cannes Lions Grand Prix. He was named the UK's top media planner in the 2017 & 2018 Campaign Annual and won Campaign's Media Planner of the Year Award in March 2019.



DAVINA BARKER

Davina is Digital Cinema Media's (DCM) Sales Director, overseeing the company's agency sales team to generate new and incremental revenues, as well as developing DCM's relationships with media agencies across the UK. Her primary mission is to drive sustainable long-term growth and prove cinema's unique value as part of an advertiser's multi-media schedule and deliver DCM's plans to align cinema with other AV media channels. In 2018, Davina was named as one of Campaign's commercial sales chiefs of the year for her work in cinema.

Prior to DCM, Davina held senior roles at ids and Virgin Media and ITV. She is an avid skier, a huge Harry Potter fan and a keen chef - if she wasn't in sales, she would have followed her dream of becoming a restaurant critic!



TIM PRITCHARD

Tim jointly heads up the CREATE team at Manning Gottlieb OMD, Omnicom's largest UK Media Agency, with David Paul. The CREATE division encompasses the agencies, social, experiential, partnership and creative specialist services.

Tim started his agency career at MG OMD as a graduate in 2006, starting out in radio before making the transition to social media when many of the social networks were still in their infancy. He enjoyed a three year stint client-side with T-Mobile, later EE, launching the UK's first 4G mobile network in social media and being named number one brand in the UK on Twitter in its first year. He re-joined Manning Gottlieb OMD in 2013 and works with brands such as Starbucks, Waitrose, Specsavers, and the Estée Lauder Companies.



KATE TOVEY

Kate is Director of Commercial Sales Strategy and Transformation at JCDecaux UK, working closely with the Board to define the strategic direction of UK commercial activity and ensure it is aligned to market needs.

Kate was previously Head of Agency Sales at JCDecaux UK, with over ten years' experience in Out-of-Home media. As Digital Out-of-Home moves towards an increasingly automated future, Kate plays a key role in shaping and delivering the new opportunities offered by DOOH for clients and brands, in terms of efficiency and effectiveness.

Kate is chair of JCDecaux UK's CSR committee and is working on an exciting social impact project to tackle loneliness within UK communities. Kate is also a member of the 'Balance in OOH' committee that was set up to nurture talent from a diverse range of backgrounds within the sector and she is passionate about driving positive cultural change through the power of mentoring.



LOUISE STUBBINGS

As Creative Director at Clear Channel, Louise is responsible for driving creativity across the business and helping both clients and agencies to deliver the most effective, eye-catching, and impactful Out of Home campaigns.

Louise joined Clear Channel in 2013 as Sales Director for their premium brand, Storm. In that role, she helped to develop some of the industry's first dynamically activated campaigns, building on her interest in both technology and creativity. Prior to joining Clear Channel, Louise's career in media spanned press, cinema and outdoor with various roles at the Telegraph, DCM and Primesight.



JAMES WILDMAN

Before joining Hearst in Jan 2017, James was CRO at Trinity Mirror where he was responsible for the group's national advertising revenue and commercial operations, transforming the company's industry reputation and driving a turnaround performance built around digital acceleration and creativity. Before Trinity Mirror, he was managing director and VP of sales at Yahoo UK, where he was credited with leading a successful reversal of long-term revenue decline.

Prior to that, he ran ads, Virgin Media's former television ad sales business, which won much recognition for innovation during his long tenure. He was named Chair of Magnetic in January 2018.



JEHAN SHAH

Jehan is from the liberal, tree hugging, friendly part of America, called Canada. He started his career in out-of-home advertising then moved over to publisher sales, both SKY Sports and ESPN. His proudest moment from that era was working with Budweiser in producing a feature length film on giant killing in the FA Cup. He joined Google six years ago and leads the relationship with multiple network agencies. The core of his role is working with agency leadership to accelerate digitisation and grow revenue on Google advertising products, like Search, YouTube, Google Marketing Platform, and Cloud.

He lives in Tottenham with his wife, two daughters, legendary dog Oxo, and also a cat.



STUART MAYS

Stuart joined Global in January 2009 as Director of Commercial Strategy, looking at Global's approach to revenue growth across the group's portfolio, including Radio, Digital and Live. Stuart set up DAX, Global's Digital Audio Exchange, to provide a full service offering to advertisers and agencies around the world now reaching almost 200m people worldwide.

Previously, Stuart was the Head of Strategy and Client Sales at DMGT – Mail brands. Prior to that he spent more than 10 years at Zenith in various Investment, Commercial and Business Director roles responsible for a wide range of clients across most categories.



KATIE BOWDEN

Katie is the Commercial Agency Director for Global's radio division. Taking an unconventional route into Media sales, Katie started her professional career as an artist, a huge change then led to a job in recruitment in Australia where she set up her own recruitment business. Ten years ago, Katie made the move from selling people to selling media; a career which was perfect for combining her passion for creativity and sales together.

Since moving back to the UK in 2011, Katie joined Global and has worked her way up through six different roles to her current position on the commercial board looking after the National Agency team for Global's Audio business. Given her background, Katie has a huge passion for creativity and is a champion for developing people from all backgrounds to have rewarding and successful careers in media. Those 8 years have seen the 'radio' channel evolve from spots and sponsorships to a full cross-channel audio media opportunity combining traditional radio, programmatic audio, events, sponsorship and through the line brand opportunities. Global is a place that allows careers to evolve as the company does and Katie is currently enjoying learning all about how Audio and Outdoor can work best together!

Outside of work, Katie fills her time with one too many hobbies and loves competing in various ridiculous sporting challenges; most recently completing a 180-mile relay run which she has vowed never to do again!



SIMON DGLISH

After leaving school Simon joined the army. In 1991, he returned from travelling to start work on the 'new' Daily Telegraph. In 1995, he set up his own publishing company, and sold it three years later to Tony O'Reilly's Independent Magazines. Simon then joined Classic FM and within four years it had grown into the biggest commercial radio station in the UK, later becoming the group commercial director of GCap Media. Simon was part of the early social media revolution, working for MySpace as commercial director. In 2011, Simon joined ITV plc and was promoted to deputy managing director, commercial. He has rowed across the Irish Sea, walked to the North Pole with four wounded soldiers and Prince Harry, Duke of Sussex, and walked to the South Pole twice, raising nearly £10 million on his last expedition for charity.



NICK HEWAT

Nick Hewat is the commercial director of The Guardian, joining in July 2013. Before this appointment he was the group sales director of Telegraph Media Group. He spent 17 years in commercial radio, with Capital Radio and Virgin Radio, where he was commercial director.



NICK HURRELL

Born in Newport, Wales, Nick graduated from the University of Bristol with a degree in Modern Languages (French and Spanish). He joined Saatchi & Saatchi as a graduate trainee and became Joint Managing Director nine years later.

Nick was one of the nine founders of M&C Saatchi as Joint Chief Executive, became Chairman of M&C Saatchi Europe in July 2004, and subsequently opened offices in Paris, Berlin and Madrid.

Nick is now Managing Partner of his own agency called George & Dragon, an integrated advertising agency. Clients include HM Government (DCMS – Superfast Broadband, NHS, DWP, DfE and London HIV Prevention), Kwik Fit, The Daily Mail, Mail on Sunday, Scope and The European Tour of Golf.

In 2015, Nick led a management buyout of The Groucho Club as Chairman, raising backing to launch the club in New York and Los Angeles.

DAY 3: FRIDAY 8 NOVEMBER

CREATIVITY

CREATIVITY AND MEDIA

Creativity is the ingredient that turns advertising into something capable of capturing the imagination of consumers and having a long-term impact. To truly stand out in a world of over-exposure, brands need to be inspirational, not only in their messaging, but in the channels through which they choose to communicate. Creativity is also a power to be unlocked personally. Hear how new and established industry legends made creativity part of their success.

Is the combination of inspiring brand propositions and creativity in media planning and execution at the heart of your pitch?

CONVENORS:



PAUL CAROLAN
Archipelco Coaching



GRANT MILLAR
Spark

09.00	INTRODUCTION FROM THE CONVENORS Paul Carolan, Archipelco Coaching and Grant Millar, Spark
09.15	KAREN BLACKETT OBE WPP
10.05	ALEX MAHON Channel 4
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11.00	COFFEE BREAK
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11.20	NILS LEONARD Uncommon
12.10	MR BINGO Artist and Speaker
13.00	ANNOUNCEMENT OF JUDGES AND SYNDICATE PRESENTATION ORDER
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13.10	CLOSE
<hr/>	
17.00	JUDGING
19.30	DRINKS RECEPTION
20.00	GALA DINNER followed by a DJ set from Pandora Christie of Heart Dance



DAY 3

SPEAKERS



KAREN BLACKETT OBE

Karen is a proven business leader with a track record in creating vibrant cultures, energising teams and consistently delivering business growth and success. She is currently UK country manager for WPP, the world's largest marketing services group, and Chairwoman of MediaCom, the largest media agency in the UK.

Karen champions diversity and equality of opportunity throughout the advertising industry. In 2012 Karen launched the first ever government backed Apprenticeship Scheme for the sector.

In June 2014, Karen received an OBE in the Queen's Birthday honours and in 2015 Karen was the first business woman to be named Britain's Most Influential Black person in the Power List.

Karen is an external advisor to the UK Government Civil Service and a Business Ambassador to the Department of International Trade. Karen sits on the board for Creative England, is a council member for the Creative Industries Federation, and Chancellor of the University of Portsmouth.



ALEX MAHON

Alex Mahon is the CEO of Channel 4. Prior to this, Alex was CEO of Foundry the leading design and visual and 3D effects software firm for 2 years. Before Alex moved into technology she spent 15 years running creative production companies and her focus is high growth, international and entrepreneurial businesses. She was CEO of Shine Group which she joined in 2006 and with partners built the group through M&A and organic growth into an organisation with 27 creative labels in 12 countries, and brands including MasterChef, Biggest Loser, Broadchurch, Spooks & The Bridge.

Prior to this she had a career in media across Europe, at Talkback Thames, FremantleMedia Group and RTL Group. She started off as a PhD Physicist and then a strategy consultant at Mitchell Madison Group in the pre 2000 internet boom. Alex was previously Senior Independent Director at Ocado Plc, and co-Founder of tech start-up WeAreTV. Alex is a supporter of the creative industries and has been Chairman of Royal Television Society Programme Awards, Non-Exec on the Edinburgh International Television Festival, and a member of the Government's DCMS Advisory Panel on the BBC. She was also previously Appeal Chair of The Scar Free Foundation - a national charity funding pioneering and transformative medical research into disfigurement.



NILS LEONARD

Nils has spent over 18 years in advertising and design, working across the most recognised agencies in London. In his most recent post, as chief creative officer of Grey LDN, he oversaw the most profitable and awarded years in the agency's history and became one of the youngest agency chairmen in the world.

Nils was voted into the Ad Age creativity 20 in 2015 and named the Most Creative Person in Advertising globally by Business Insider in 2016. He is on the board of trustees of D&AD and has been listed among The Sunday Times 500 Most Influential People in the UK in 2016.

Over the past year, Nils led the inception and launch of the ethical capsule coffee brand Halo to global acclaim. Along with Lucy Jameson and Natalie Graeme, he also founded Uncommon Creative Studio, which builds brands the real world is happy exists.



MR BINGO

Mr Bingo was born in 1979. In 1980 he started drawing. There wasn't a lot to do in Kent. Mr Bingo is called Mr Bingo because when he was 19 he won £141 at the Gala Bingo. He's been making it rain ever since.

In 2011 he began the project "Hate Mail" on Twitter, where strangers paid him to send a hand-drawn offensive postcard to a name and address of their choice. It sold out within days. In 2012 Penguin Books published a collection of the postcards. Like much of his work, the project started as a 'drunk idea' but ended up being exhibited in galleries and gaining notoriety among the global press.

After a successful 15 year career as an illustrator, in 2015 Mr Bingo made a decision to stop working for clients and go it alone as some sort of "artist". Nobody really knows how he makes a living now, but somehow he does.

DAY 4: SATURDAY 9 NOVEMBER

FINAL SYNDICATE

PRESENTATIONS

Having impressed the judges, the top syndicates will present their pitches to the client behind the brief – and their fellow delegates. Whose mix of strategy, media planning and creativity will propel them straight to victory?

CHAIR OF JUDGES:



MATTHEW HOOK

09.00 ANNOUNCEMENT OF SHORTLISTED SYNDICATES

09.15 FEEDBACK FROM JUDGES

10.45 COFFEE BREAK

11.00 SYNDICATE PRESENTATIONS

12.30 ANNOUNCEMENT OF WINNING SYNDICATES

12.50 CO-CHAIRS SUMMING UP

13.00 COURSE CLOSES

A grab and go lunch will be provided

DAY 4

JUDGES



PATRICK AFFLECK
CEO UK, Fetch



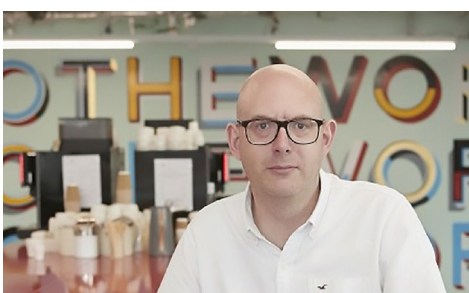
MATT ANDREWS
Chief Strategy Officer, RocketMill



NATALIE BELL
Managing Director, Manning Gottlieb OMD



KEVIN BROWN
Founding Partner, Electric Glue



KEVIN CHESTERS
Strategy Partner, Harbour



PIPPA GLUCKLICH
CEO, Dentsu Aegis Network



TONY HOLDWAY
Chief Marketing Officer, Dreams



GILL HUBER
Chief Client Officer, Posterscope



FRANCES RALSTON-GOOD
Global Account Lead P&G, MediaCom



JEN SMITH
Co-founder, Craft Media



MATT TEEMAN
Managing Director, Primesight



GLEN WILSON
Managing Director, Posterscope

DELEGATE LIST

NAME	COMPANY	SYNDICATE
Ben Agar	ESI Media	2
Maria Andriyenko	Snap Inc.	8
Lauren Angel	Global	10
Joseph Baker	ITV	5
Helen Barber	Initiative	9
Charlotte Baxter	Havas Media UK	7
James Beesley	MediaCom	6
Elis Bieseck	UKTV	10
Ella Bishop	Channel 4	2
Lillie Bleasdale	Hearst	11
Bronte Boulton	Generation Media	6
Stacey Breese	UM London	2
Sophie Brideson	MediaCom	10
Tom Brown	Clear Channel	5
Banafsha Cader	Google	6
Kirstie Caldwell	Talon Outdoor	12
Natalie Cirsch	DMG	11
Charlie Clarke	Wavemaker	10
Sam Clutterbuck	John Ayling and Associates	3
Holly Coates	LADbible Group	6
Jade Collett	Twitter	5
Katie Cook	Digital Cinema Media	10
Lauren Coombs	Generation Media	2
Olivia Cramsie	Astus	3
Robert Crawford	ITV	8
Thomas Crossley	Snap Inc.	9
Kim D'Cruz	Sky Media	12
Marcella Dalenogari	OMD	11
Michelle De Maat	Direct Line Group	4
Rahul Doomra	Google	1
Korrine Eshun	Digital Cinema Media	11
Simon Evans	Sky Marketing	9

NAME	COMPANY	SYNDICATE
Vanessa Farrall	Channel 4	5
Jessie Field	OMD	8
Matt Finnegan	Sky Media	9
James Fitzgerald	Sky Media	8
Jack Fleming	Rapport WW	4
Emily Folkes	Mindshare	3
Nicola Fox	JCDecaux	6
Corrine Gabriel	Rapport WW	2
Claudia Gibson	Reach Solutions	5
Justine Gylden	JCDecaux	7
Raimonds Golubevs	UM International	11
Joshua Gormley	ITV	6
Helen Greenhalgh	Global	12
George Gwilliam	John Ayling & Associates	1
Christian Hanson	DMG	12
Alex Harbinson	Smart Energy GB	12
Rosie Harden	Sky Media	1
Sam Hartford	BBC	11
Jordan Harvey	Jungle Creations	5
Carlos Herraiz	Pearl & Dean	1
Nikola Hlavenkova	UM International	10
Sam Hopton	UM London	1
Brian Howard	Sky Media	11
Rebecca Hyde	Sky Media	2
Oliver Ingram	Sky Media	10
Tom Ireson	Global	7
Akshat Jain	Google	3
Rebecca Jarvis	News UK	3
Emma Jeffers	Ocean Outdoor	8
James Jennings	ITV	4
Ridhi Jogia	MediaCom	5
Pollyanna Johnson	G&J iMS	8

NAME	COMPANY	SYNDICATE
Charlie Johnson	Twitter	6
Emma Jones	ESI Media	1
Ross Keane	adam&eveDDB	2
Sinead Kelly	Google	7
Charly Kemp	Initiative	7
Beatrice Kenyon-Jones	adam&eveDDB	1
Katie Kersan	Hearst	5
Pia Kingan	Wavemaker Global	6
Oliver Li	Sky Media	3
Josh Li	Manning Gottlieb OMD	5
Micheal Logan	Channel 4	4
Katy Lorimer	Channel 4	6
Shaun Loveridge	Generation Media	7
Drew Mark	Clear Channel	4
Rebecca Markham	Initiative	8
Alex Marshall	Google	8
Hannah Marston	Facebook	11
Sam Martin	Google	4
Jamie Mason	Clear Channel	3
Kathryn Mclroy	Ocean Outdoor	9
Dallan Milich	Global	11
Bryoney Miller	Wavemaker	9
Chris Mills	Google	12
Nicole Moreira	ITV	7
Emma Morrisroe	Digital Cinema Media	9
Tom Murrhly	Posterscope	2
Aditi Nargundkar	Facebook	12
Chris O'Malley	Sky Media	7
Thomas O'Rielly	Sky Media	4
Shivansh Partap	Google	5
Bill Pasterfield	ESPN Sports Media	5
Samantha Pauraite	Reach Solutions	6

NAME	COMPANY	SYNDICATE
Caitlin Pinner	UM International	9
Joanna Pope	Global	1
Maire Power	Hearst	12
Molly Price	Facebook	10
Verity Rappachi	Initiative	4
Hector Riley	UM	12
Jess Roper	Vizeum	8
Luba Rozanova	The Guardian	10
Jack Rule	Channel 4	1
Jennifer Schooling	Ubiquitous Ltd	1
Isaac Seago	Reach Solutions	7
Craig Sherling	Google	2
Harrison Shirt	ITV	3
Charlotte Slebos	Conde Nast	8
Sophie Spencer	News UK	4
Alex Stevens	Global	9
Vivien Tang	BBC	12
Emma Tickle	Rapport WW	3
Sabrina Velic	Google	9
Alex Vale	J3	3
Aimee Vince	Immediate Media	4
Lucy Walker	LADbible Group	7
Grace Waye-Tindall	Channel 4	3
Dilki Weerakoon	Talon Outdoor	11
Claudia Wilkin	Manning Gottlieb OMD	1
Scarlett Wilkins	Global	2
Corrin Wollcott	The Guardian	9
Chloe Young	Vizeum	11
Zoe Zbrzezniak	Sky Marketing	10

SYNDICATE LIST

SYNDICATE 1: REGENT ROOM

Syndicate Leader:	
George Gwilliam	John Ayling & Associates
Rahul Doomra	Google
Rosie Harden	Sky Media
Carlos Herraiz	Pearl & Dean
Sam Hopton	UM London
Emma Jones	ESI Media
Beatrice Kenyon-Jones	adam&eveDDB
Joanna Pope	Global
Jack Rule	Channel 4
Jennifer Schooling	Ubiquitous Ltd
Claudia Wilkin	Manning Gottlieb OMD

SYNDICATE 2: ROOM 118

Syndicate Leader:	
Lauren Coombs	Generation Media
Ben Agar	ESI Media
Ella Bishop	Channel 4
Stacey Breese	UM London
Corrine Gabriel	Rapport WW
Rebecca Hyde	Sky Media
Ross Keane	adam&eveDDB
Tom Murrinh	Posterscope
Craig Sherling	Google
Scarlett Wilkings	Global

SYNDICATE 3: ROOM 119

Syndicate Leader:	
Alex Vale	J3
Sam Clutterbuck	John Ayling & Associates
Olivia Cramsie	Astus
Emily Folkes	Mindshare
Akshat Jain	Google
Rebecca Jarvis	News UK
Oliver Li	Sky Media
Jamie Mason	Clear Channel
Harrison Shirt	ITV
Emma Tickle	Rapport WW
Grace Waye-Tindall	Channel 4

SYNDICATE 4: ROOM 120

Syndicate Leader:	
Verity Rappachi	Initiative
Michelle De Maat	Direct Line Group
Jack Fleming	Rapprt WW
James Jennings	ITV
Michael Logan	Channel 4
Mark Drew	Clear Channel
Sam Martin	Google
Thomas O'Reilly	Sky Media
Sophie Spencer	News UK
Aimee Vince	Immediate Media

SYNDICATE 5: ROOM 121

Syndicate Leader:	
Katie Kersan	Hearst
Joseph Baker	ITV
Tom Brown	Clear Channel
Jade Collett	Twitter
Vanessa Farrall	Channel 4
Claudia Gibson	Reach Solutions
Jordan Harvey	Jungle Creations
Ridhi Jogia	MediaCom
Josh Li	Manning Gottlieb OMD
Shivansh Partap	Google
Bill Pasterfield	ESPN Sports Media

SYNDICATE 6: ROOM 122

Syndicate Leader:	
Pia Kingan	Wavemaker Global
James Beesley	MediaCom
Brontea Boulton	Generation Media
Banafsha Cader	Google
Holly Coates	LADbible Group
Nicola Fox	JCDecaux
Joshua Gormley	ITV
Charlie Johnson	Twitter
Katy Lorimer	Channel 4
Samantha Pauraite	Reach Solutions

SYNDICATE 7: ROOM 219**Syndicate Leader:**

Tom Ireson	Global
Charlotte Baxter	Havas Media UK
Sinead Kelly	Google
Charley Kemp	Initiative
Justine Gylden	JCDecaux
Shaun Loveridge	Generation Media
Nicole Moreira	ITV
Chris O'Malley	Sky Media
Isaac Seago	Reach Solutions
Lucy Walker	LADbible Group

SYNDICATE 8: ROOM 221**Syndicate Leader:**

Jess Roper	Vizeum
Maria Andriyenko	Snap Inc.
Robert Crawford	ITV
Jessie Field	OMD
James Fitzgerald	Sky Media
Emma Jeffers	Ocean Outdoor
Pollyanna Johnson	G&J iMS
Rebecca Markham	Initiative
Alex Marshall	Google
Charlotte Slebos	Conde Nast

SYNDICATE 9: ROOM 319**Syndicate Leader:**

Helen Barber	Initiative
Thomas Crossley	Snap Inc.
Simon Evans	Sky Marketing
Matt Finnegan	Sky Media
Kathryn McIlroy	Ocean Outdoor
Bryoney Miller	Wavemaker
Emma Morrisroe	Digital Cinema Media
Caitlin Pinner	UM International
Alex Stevens	Global
Sabrina Velic	Google
Corrin Wollcott	The Guardian

SYNDICATE 10: ROOM 321**Syndicate Leader:**

Sophie Brideson	MediaCom
Lauren Angel	Global
Elis Bieseck	UKTV
Charlie Clarke	Wavemaker
Katie Cook	Digital Cinema Media
Nikola Hlavenkova	UM International
Oliver Ingram	Sky Media
Molly Price	Facebook
Luba Rozanova	The Guardian
Zoe Zbrzezniak	Sky Marketing

SYNDICATE 11: ROOM 322**Syndicate Leader:**

Marcella Dalenogari	OMD
Lillie Bleasdale	Hearst
Natalie Cirsch	DMG
Korrine Eshun	Digital Cinema Media
Raimonds Golubevs	UM International
Sam Hartford	BBC
Brian Howard	Sky Media
Hannah Marston	Facebook
Dallan Milich	Global
Dilki Weerakoon	Talon Outdoor
Chloe Young	Vizeum

SYNDICATE 12: ROOM 419**Syndicate Leader:**

Chris Mills	Google
Kirstie Caldwell	Talon Outdoor
Kim D'Cruz	Sky Media
Helen Greenhalgh	Global
Christian Hanson	DMG
Alex Harbinson	Smart Energy GB
Aditi Nargundkar	Facebook
Maire Power	Hearst
Hector Riley	UM
Vivien Tang	BBC

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10pm / in my
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come alone**

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It's timeTo end sexual harassment
in the advertising industry
timeTo.org.uk

#timeTo

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Co-chairs

Karen Stacey, Digital Media Company
David Wilding, Twitter

Managing Committee

Simeon Adams, Goodstuff Communications
Rachel Bristow, Sky Media
Paul Carolan, Archipelo Coaching
Nigel Clarkson, Global
Matthew Hook, Dentsu Aegis Network
Grant Millar, Spark Foundry
Clare Peters, Manning Gottlieb OMD

Course tutors

Hamid Habib, Craft Media
Dan Hagen, iProspect
David Grainger, Carat
Sally Weavers, Craft Media

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Rosemary Michael MBE
Sharon Lloyd Barnes
Suzanne Costello
Nwora Emenike
Phoebe Sallitt