



The Programme

“Now that’s what I call Creativity” - Storytelling in a Digital World

23rd November 2016,

Fazeley Studios
191 Fazeley Street
Digbeth
Birmingham
United Kingdom
B5 5SE

12.30-18.00

A new creative marketing event for the Midlands

Storytelling in a digital age, aims to bring together masters of keeping customers enthralled with intriguing plotlines and powerful characters. Taking inspiration from the creative environment at Fazeley Studios, together we will rewrite the book on creative marketing communications.

We will hear from speakers that are authoring new chapters on how to engage with customers and from those that have mastered telling stories on digital platforms.

International speaker, author and marketing expert Anthony Tasgal will headline this new communications seminar for marketers in the Midlands. Anthony will be guest speaker alongside five other high profile speakers from the creative, media and digital industries, with Jason Spencer, Business Development Director and Chris Goldson, Director of Creative Works & Commercial Marketing at ITV; Stacey Golding, Marketing Director at The Telegraph; Ringo Moss, Digital Strategist at McCann; and CEO of Media Futures Ltd, Mark Challinor.

What’s more, a copy of "The Story Telling Book" by Anthony Tasgal is included in the ticket price.

This is a joint event from CIM Midlands and the CIM Creative Communications Group open to all marketers.

Registration is from 12:30 with a light buffet lunch; the event starts at 13:30 and finishes at 18:00. If you are non-EU resident, please call the Network Support team to make your booking.

To book: <https://www.cim.co.uk/eventbooking/?crid=79237>

Member: £55.00 | **Studying member:** £55.00 | **Student:** £55.00 | **Non-member:** £75.00



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12:30 Drinks & light buffet lunch

13:30 Welcome and introduction Nick Oppenheimer, Executive Planning Director, McCann - CIM Creative, Digital & Technology Ambassador

13:45 Chapter 1: **A classic or a fairy tale?**

How to structure your story to resonate with your customers.

Anthony 'Tas' Tasgal

14:15 Chapter 2: **From tales to sales**

How the UK's biggest commercial storyteller gets cash tills ringing and customers singing.

Jason Spencer, Business Development Director and Chris Goldson, Director of Creative Works & Commercial Marketing, ITV

14:45 Refreshment break

15:00 Chapter 3: **The next generation of storytelling**

With so many digital disruptors, how does The Daily Telegraph, a 161-year-old news brand and broadsheet newspaper with traditional values, plan to thrive in today's competitive, digital world?

Stacey Golding, Marketing Director, Telegraph Media Group

15:30 Chapter 4: **Unskippable stories - How digital platforms help to move the story along**

Mobile devices have become the constant companion by our side. But small screens can be a challenging canvas for the big brand stories we want to tell. In the last 75 years we have become incredibly effective at telling stories that resonate in a 30 second spot on TV, so how do we create content that our audience really wants on mobile.

Ringo Moss, Digital Strategist, McCann

16:00 Chapter 5: **Tales of the unexpected** – creating a new experience using data + tech + creativity

Mark Challinor CEO Media Futures Ltd

16:30 Epilogue: Panel session with all speakers

17:00 Post event networking, drinks and canapés

18:00 ENDS

The Characters

Anthony 'Tas' Tasgal



Anthony 'Tas' Tasgal explores 'How to write a killer brief'. Tas started life as an ad agency planner before setting up POV, a strategic brand, communications and training consultancy, some 15 years ago. He still works with several travel and retail brands, such as Fred Olsen Cruise Lines and Specsavers. A Course Director for the CIM, Tas specialises in Persuasive Storytelling, "Insightment" and applying new thinking from Behavioural Economics to understanding consumer behaviour and decision-making in relation to marketing

and communications. Having authored 'The Storytelling Book', he advocates restoring the lost art of storytelling; to put the "author" back in "authority"; to write less and think more



Chris Goldson, Director of Creative Works and Commercial Marketing, ITV

Chris has worked in media for almost 25 years, for brands including Media Week, Financial Times Business, BBC Worldwide and, most recently, 9 years at Virgin Radio / Absolute Radio where he was Commercial Director. He joined ITV in 2011 to lead its commercial innovation team 'Creative Works', and also looks after all of ITV's commercial marketing. And he just LOVES the telly!



Jason Spencer, Business Development Director, ITV

For 5 years, Jason has driven growth and innovation in the way ITV Commercial has evolved outside London, across 9 regional teams, through working in partnership with brands and media agencies. Prior to ITV, Jason spent most of his career at media agencies – from media planning roles at Carat and PHD in London to running PHD North in Manchester.



Mark Challinor, CEO Media Futures Ltd

Mark Challinor presents 'Tales of the unexpected'. Mark is now CEO of Media Futures Ltd. He has worked in the print/digital publishing world for over 20 years, holding senior commercial roles at major media companies including the Daily Telegraph and Daily Mail. He now consults with companies across the globe on digital issues such as culture change, the mobile revolution and data/content strategies. His clients have ranged

from rock groups, Metallica and Girls Aloud, to Showcase cinemas, Wella haircare and a bunch of global news brands. Mark is also, the current Global President of industry body, The International News Media Association and sits on the Code of Advertising Practice board (CAP) for the Advertising Standards Authority (ASA).



Ringo Moss, Digital Strategist – McCann

Ringo is Digital Strategist at McCann, he's new to the agency and to Birmingham having spent most of his agency life in London and Bristol but brings with him a wealth of digital channel expertise. Having 12 years' experience in digital design, technology, content, advertising and strategy for some of the world's biggest brands from Topshop to Telefonica, and BBC to Harper's Bazaar. Most recently Ringo has been selected as one of the 2016 BIMA 100 most influential people in the UK digital industry.



Stacey Golding, Marketing Director, Telegraph Media Group

Stacey has 14 years marketing experience in the B2C world and has worked for Telegraph Media Group for five years in a variety of strategic partnership and marketing roles.

The Telegraph has set the pace for change within the UK newspaper industry and has evolved into a multi-platform digital operation.

Stacey's primary focus is to grow audience engagement across the Telegraph's core editorial products to help drive business results.

Her career includes working both client and agency side, predominantly within the media sector, with a two-year sabbatical to the wonderful world of theatre (a personal passion of hers).
