

**AGENDA: Five Great Minds, 16 June 2017**

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**09:30 Marketing in the Boardroom - Ruth Saunders, Galleon Blue**

Marketers often fail to punch their weight in the boardroom, meaning they don't get the resources they need. Ruth Saunders will explain why marketers often struggle to engage the Board and then, with a mix of practical solutions and case studies, describe how Marketers can understand Board mindset and language to win their hearts, minds and confidence.

**10:30 Patterns of Strategy - Lucy Loh and Patrick Hoverstadt, Fractal Consulting**

Traditional strategy processes often neglect the changing relationship between the firm and its market. In this presentation, Lucy and Patrick will describe a toolkit for understanding and using 80 patterns of strategy, a toolkit that allows firms to understand that dynamic relationship and so identify new approaches to competition and collaboration.

**11:30 Coffee and networking****12:00 Gender, Design and Marketing - Professor Gloria Moss, Buckingham University**

In this presentation, Professor Moss will describe how gender drives our perception of design and marketing. She will argue that marketers may pay attention to design but not pay enough attention to gender. What she has to say will challenge your perceptions and make you think differently about design and marketing.

**13:00 Lunch and networking****14:00 Mapping Motivation- James Sales, Motivational Maps**

In his presentation, James will give you new ways to think about what motivation is, why it is so problematic and how you can increase it in individuals, teams and organisations. He will introduce you to the concept of Motivational Maps and how they help us understand and manage this all-important human attribute.

**15:00 Social Marketing: A Powerful Tool for Changing the World for Good - Chahid Fourali**

Social marketing promises to help alleviate many dilemmas of the human condition, especially when human issues overcome commercial considerations. In this presentation, Chahid Fourali describes this exciting new field of study and how it can be applied to anything from HIV/AIDS prevention to the promotion of education.

**16:00 Event ends**

Timings and running order are subject to change

**Every delegate will receive their choice of one of the five books discussed and the opportunity to buy others at a significant discount.**

## Delegate List (provisional): Five Great Minds, 16-06-17

Marie Ashton	Nursing Midwifery Council	Nichola Heer	Cambridge University Press
Francesca Ayers	Get Serious Ltd	Janine King	Iansyst Ltd
Mark Baines	Marcom	James Lee	GGF
Nicholas Barrows	Trowers & Hamblins LLP	Samantha Lee	Avis Budget UK
Samantha Bisson	Buzzacott LLP	Matt Machorlton	Market Porter
Ian Bland	World Vision UK	Steve Manning	Gasp
Eleanor Blenkinsop	Savills	Nikki Mattei	Through Their Eyes
Christine Boswell-Munday	CIM	Judith McDonald	CliniMed Ltd
Sue Brabner		Gareth Owen	World Vision UK
Rosemary Canning		Gillian Puttick	Discover Financial Services
Ashley Coidan	University of Cambridge	Adrian Rhodes	AR Consulting Ltd
Jonathan Cooper	Play4logic Ltd	Helen Roberts	BonelliErede
Stephanie Dale	Customised Professional Dev.	Dagmar Smeed	St Georges Bristol
Daniela Di Nolfo	University of Surrey	Professor Brian Smith	PragMedic
Martina Doherty	MD Consulting	Debbie Stenning	Database Vision Ltd
Alison Dwyer	Linklaters LLP	David Stevens	British Land Company
Anouschka Elliott	RBC	Michael Sylvester	Sylvester Associates
Yapincak Erkan	Yasha Consulting & Training	Alec Western	
Dominic Ferry	Market Porter	Jason Western	Maxwells
Ian Fraser		Emma Louise Wiles	
Michael Gaughan	The Marketing Eye	Andrea Willige	Formative Content Ltd
Kate Hallitt	Kate Hallitt Marketing		