



CIM

The Chartered
Institute of Marketing

Matthew Walmsley

Matthew is Deputy Director, Marketing Strategy and Planning-Public Health England and is a highly accomplished marketing professional with over 20 years' experience spanning both the commercial and public sectors. In the commercial sector he has worked for major blue-chip companies, leading on a range of household name brands across categories including food and drink, specialising in strategy and insight.

Matthew has been working in health marketing programmes since joining the public sector in 2009 and heads PHE's planning team which develops the strategies, insight and evaluation underpinning numerous world leading behaviour change programmes such as Stoptober, Change4Life and Rise Above.

Patrick Ladbury

Patrick has been at The National Social Marketing Centre since 2006, when he was instrumental in transferring it from a government funded organisation and setting it up as a social enterprise.

He combines his health service project management experience and marketing knowledge to develop behaviour change programmes as well as resources, training courses and events for social marketing practitioners.

Anthony Tasgal

Trainer, Author, Speaker, Communications specialist. Tas runs his own training company and is a Course Director for the Chartered Institute of Marketing and the Market Research Society, running courses on Storytelling, Behavioural Economics, Insight and Creative Briefing amongst others.

He is a long term AD Agency planner/strategist and still freelances with several agencies and clients. He is also an Associate lecturer at London College of Communications, Buckinghamshire New University, Nottingham Trent, and Beijing Normal universities.

Tas is a regular speaker at international conferences, keynoting at the US Insights Association "Next" conference in New York in May in addition to the Australian Market Research Society annual conference in Sydney in September. He is the author of The Storytelling Book, the award-winning guide to using storytelling techniques to improve presentations and communication. The book is already on a fourth re-print.