

## Marketing in a Digital World

22 March 2017

The Met Office  
FitzRoy Road  
Exeter  
Devon  
EX1 3PB

- 09:30 Registration
- 10:00 Welcome
- 10:15 Latest trends in digital: 5 practical ways you can use data (Daniel Rowles)
- 11:00 Whose data is it anyway (Steve Woolley)
- 11:45 Break
- 12:00 Digital Connections (Luan Wise)
- 12:45 Lunch
- 13:30 Tour of The Met Office
- 14:00 Supercomputers and Stakeholder Engagement (Dave Underwood)
- 14:30 Hardwiring your marketing performance to business objectives (Roger Jones)
- 15:15 Panel discussion
- 16:00 Close

## Speaker information

### Daniel Rowles

Daniel has been working in Digital Marketing for the past 18 years, with extensive experience working both client side and within the agency environment. He is a Course Director for the CIM, an award winning author and a lecturer at Imperial College and Cranfield School of Management.

Daniel has helped organisations of all types to use digital marketing effectively, working with a wide range of businesses, from startups through to global clients like the BBC, Sony, Tesco, Vodafone, Mercedes, L’Oreal and Warner Bros. He is the voice of the Digital Marketing Podcast, a worldwide top-ten business podcast in iTunes, Managing Director of TargetInternet.com and an award winning author for publisher Kogan Page (Mobile Marketing 2013, Digital Branding 2014, Building Digital Culture 2017).

### Steve Woolley

Steve is Head of External Affairs and Content at The Chartered Institute of Marketing and a keen advocate for CIM's unique role in developing the profession to benefit the economy and society, emphasising the role of marketing in business growth and the vital contribution CIM makes to professionalism and capability building. He speaks for CIM, builds relationships with partner organisations, conducts CIM’s engagement with government bodies and politicians, oversees CIM’s public relations activity and is responsible for print and online content.

Steve ran his own consultancy business before joining CIM and has a background in the civil service. He enjoyed a successful career as a strategist/policy maker and legislative project manager developing propositions and services to deliver benefits for stakeholders and government. Steve’s roles typically focused on innovation and change, where he led teams of specialists to deliver complex strategic projects in areas where effective engagement and customer insight were key to success.

### Luan Wise

Luan is an independent marketing practitioner with 15 years’ experience in full service agency, client side and consultancy roles. Luan is vice-chair of the Chartered Institute of Marketing (CIM) South West Regional Board. In 2015 Luan was included in Insider South West's 42 under 42 list of the region's brightest business talent and recognised by LinkedIn UK as one of the top 5 best connected female marketers. In November 2016 Luan published her first book 'Relax! It's Only Social Media'.

### Dave Underwood

Dave Underwood was born in Edinburgh and grew up in the Scottish Borders where he attended Kelso High School. Dave Graduated from Glasgow University in 1984 with a BSc in Mathematics and from Strathclyde University in 1985 with an MSc in Operational Research.



The Chartered  
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Dave's early career was as an Air Traffic Management scientist in the Civil Aviation Authority, where he latterly moved into research programme management and R&D Business Development. In 1998 Dave joined the Met Office to lead their Civil Aviation Weather Business and in 2003 was asked to lead the whole of Met Office Public Sector Business prior to taking up the role of Deputy Director of Technology and Information Services in 2006. In 2014 Dave became Deputy Director of the Met Office High Performance Computing Programme responsible for implementing and exploiting the largest ever investment in Met Office supercomputing.

Throughout his career Dave has travelled extensively on business representing the CAA, Met Office and the UK in the United Nations, where he served a 5 year term as the UK representative to the WMO Commission on Aeronautical Meteorology.

## **Roger Jones**

Roger Jones is a digital marketing consultant and Non-Executive Director. He delivers actionable insight at board level that empowers companies to engage better with their customers through new angles of thinking, focused digital communications and intelligent use of social space.

An initial career in Mechanical Engineering helped Roger develop a problem - solving, analytical approach to business combined with creativity, accuracy and precision.

Roger has the ability and experience to:

- \* Understand web, search, social media, content and data disciplines.
- \* Translate digital / technology jargon into business language and business success.
- \* Ask the best, most relevant questions, listen intently to the answers and act on them.

Adding value

- \* Roger's skill set adds value to businesses with a £2-£25M turnover that want to rapidly expand in the UK and Internationally.
- \* He uses digital analytics to identify trends and patterns in data, then turns them into leads or sales.
- \* He helps businesses find the right people through audience segmentation and tells them, mapping the user journey, the right story through video, picture and word content

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