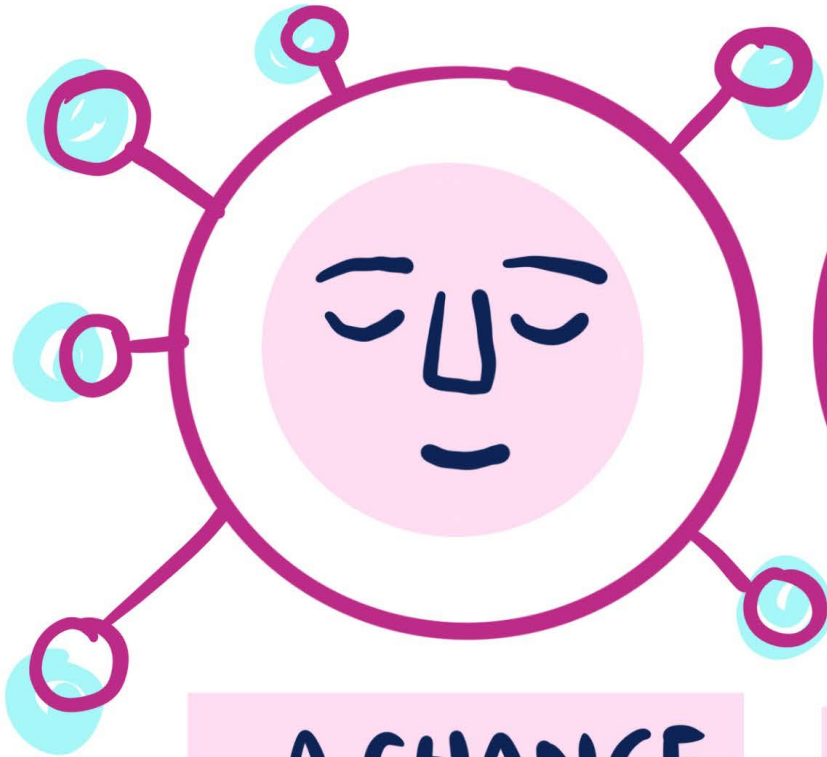


**THE  
DIGITAL  
DAY  
ENGLAND 2023**

**SOPHIE DEVONSHIRE**

**WELCOME!**



**A CHANCE  
TO PAUSE**



**A CHANCE  
TO REFLECT**

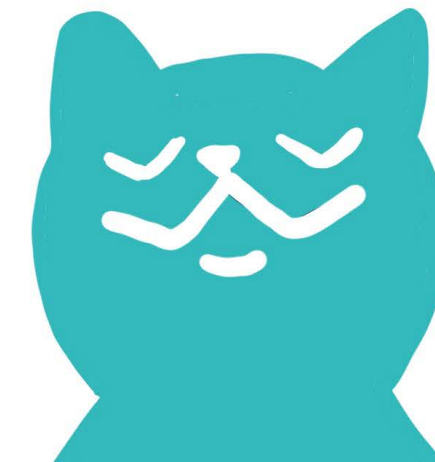


**FOR INFORMATION  
& CONNECTION**

**SO: WHAT ARE YOU  
INSPIRED BY &  
ACCELERATED BY?**



  
Drawn by Ludic Creatives



**LEARN WITH  
OUR  
COMMUNITY  
OF CURIOUS  
PEOPLE!**



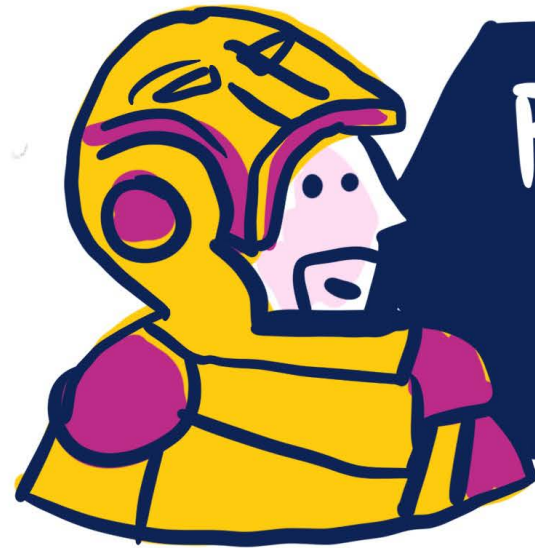
THE  
DIGITAL  
DAY  
ENGLAND 2023

RAPORTEURS

SUMMARISING:

NETWORKING:

LOOK to HELP  
NOT to SELL

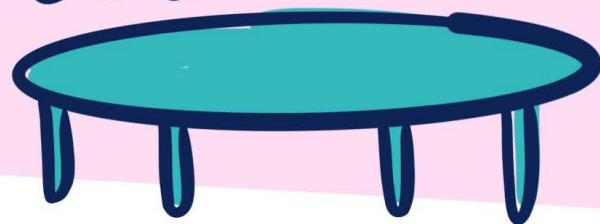


PARTNER  
with  
A.I.



THE  
FUTURE  
IS  
HUMAN

GEN Z: "MOVE  
the TABLE"  
"



AUTHENTICITY:

"SHOW UP" AUTHENTICALLY  
WITH PRODUCTIZATION &  
STORYTELLING



MARKETING CAN  
MAKE A POSITIVE  
CONTRIBUTION to  
NET ZERO FUTURE

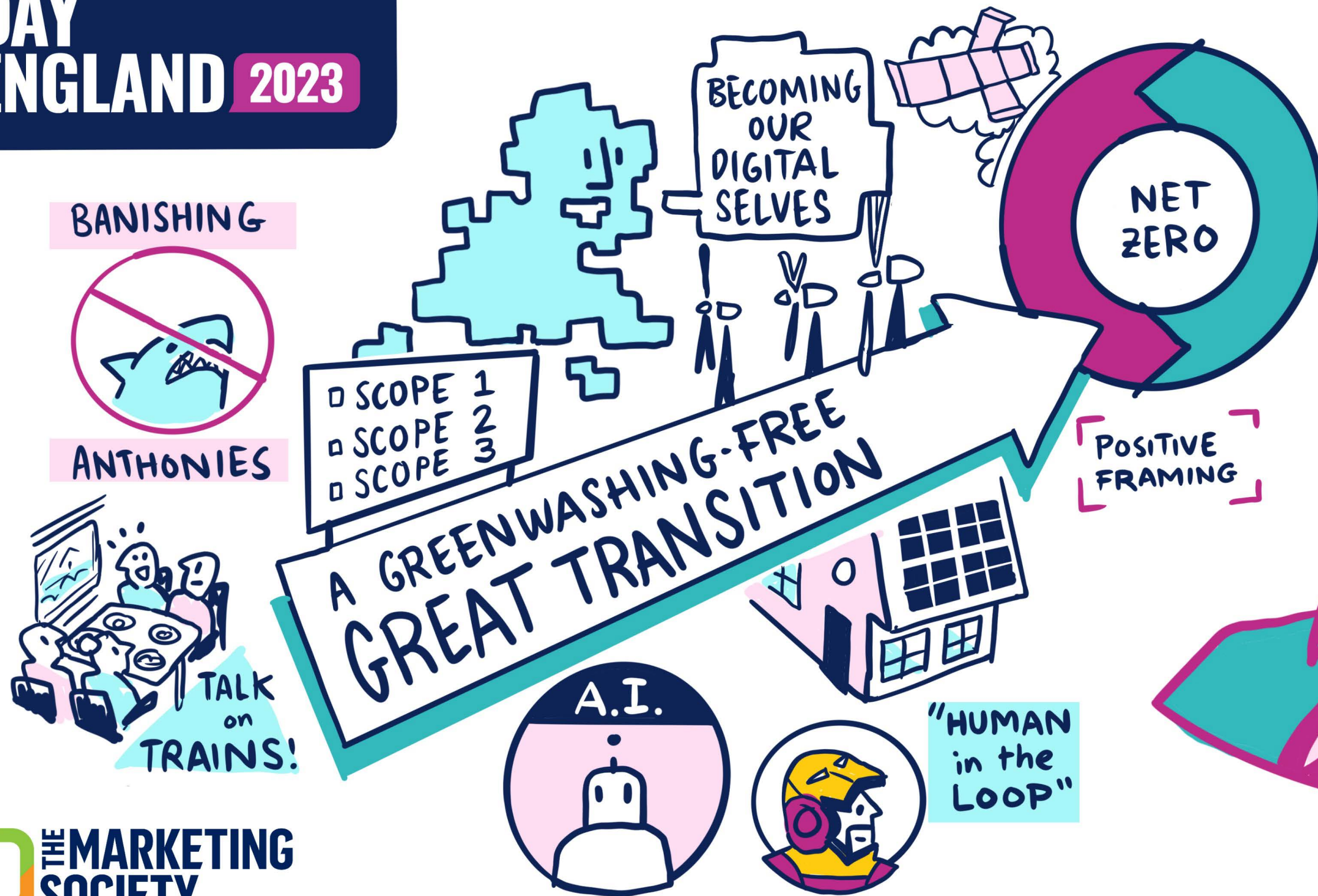




# THE DIGITAL DAY ENGLAND 2023

DINO MYERS-LAMPTEY

SUMMARISING  
& COMPERING





# THE DIGITAL DAY ENGLAND 2023

WE LIVE IN AN ATTENTION ECONOMY:



## GLYN SHADWELL

THE ALCHEMY NETWORK:

COMPLEMENTARY & BESPOKE  
TECH ACCELERATION WORKSHOPS

BOOSTING  
CREATIVITY  
BY GIVING  
LUCK A CHANCE



1  
**METRIC:**  
ATTENTION  
TIME

2  
OPTIMISING DYNAMIC  
CREATIVE AND  
PROVIDING A  
COOKIE-FREE  
DSP



SHOWCASING EXAMPLES:

DOING PRODUCT  
PLACEMENT DIGITALLY

3  
LOCALIZATION  
of  
BRANDS.  
DONE VIRTUALLY.

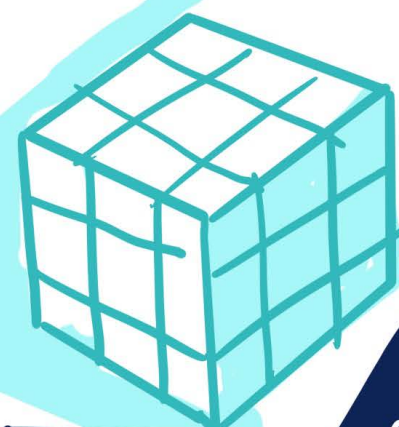


DON'T  
FORGET  
THE DOOH!

TRANSPARENCY in METRICS!

PEEK INTO the  
WALLED GARDENS

BUILDING PREDICTIVE  
MODELS WITH  
A.I.



DRIVING  
CONVERSIONS

UNDERSTANDING  
EFFECTIVENESS  
ACROSS CREATIVE & STRATEGY



# THE DIGITAL DAY ENGLAND 2023

DAN BOWES

PERSONALIZATION- THE VALUE

CONTENT  
IS STILL  
KING

SO: MORE  
ASSETS ARE  
NEEDED ..

AND: MORE  
SIGNOFFS,  
MORE  
REVIEWS

ALSO: MORE MEDIA  
& CHANNELS

LEADING TO: CREATIVE  
INEFFICIENCIES

IMPLEMENTING  
CONTENT SUPPLY CHAIN:

- AUTOMATING & STREAMLINING
- DESIGNING (HUMAN-CENTRED)
- FULLY INTEGRATED ECO-SYSTEM

PLANNING

PRODUCTION

DELIVERY





# THE DIGITAL DAY ENGLAND 2023

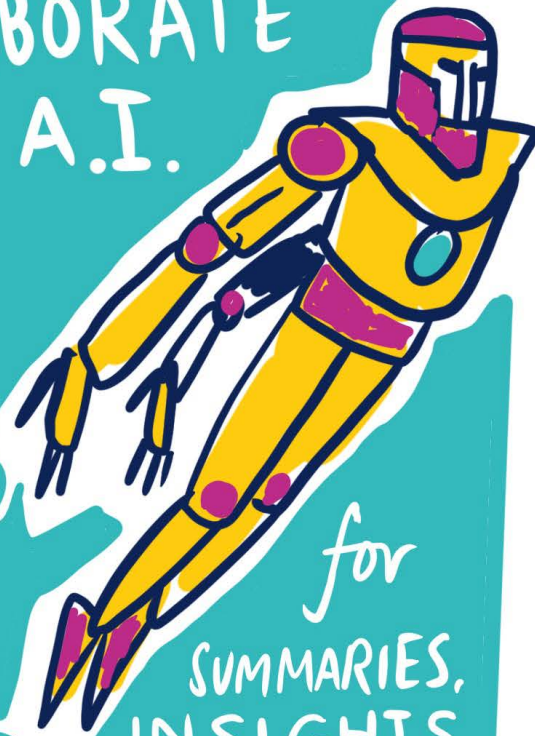


AI  
HAS NO  
ORIGINALITY  
BUT IS  
FAST &  
SCALEABLE

SAM REID  
DAN SHERWOOD

GIVE YOUR MARKETING  
TEAM SUPERPOWERS  
with A.I.

COLLABORATE  
with A.I.



for  
SUMMARIES,  
INSIGHTS  
SPEED & SCALE

- FAIL FASTER & SAFER AND CHEAPER
- LEARN FASTER
- SCALE FAST
- CULTURE SHIFTS: TOWARDS EXPERIMENTAL CULTURE
- LIVE METRICS



HUMAN  
in the  
LOOP





# DAVID KEAN

"HOW to NETWORK without  
LOSING YOUR SOUL"

NETWORKING CAN TAP INTO  
OUR FEARS:

EGO DEATH  
SEPARATION  
LOSS of AUTONOMY  
MUTILATION  
EXTINCTION

ANTHONY:

ALWAYS  
be  
CLOSING

BUT:

REAL NETWORKING

IS **PLAY** & SERENDIPITY

HELP  
DON'T  
'TARGET'  
PEOPLE



# THE DIGITAL DAY ENGLAND 2023

HANNAH HATTIE MATTHEWS

TRENDS FROM SXSW:

THE INTERNET AS WE KNOW IT IS OVER

WHA?!

NEW TRENDS

DIRECT CONNECTION

THE UNDERLYING INFRASTRUCTURE IS WHAT IS CHANGING

DAO

"IT'S LIKE A GROUP CHAT, WITH A BANK ACCOUNT?"

CARBON TRACKING & TRANSPARENCY

BRAND LOYALTY TRENDS

DECENTRALIZED AUTONOMOUS COMMUNITY

THE MARKETING SOCIETY

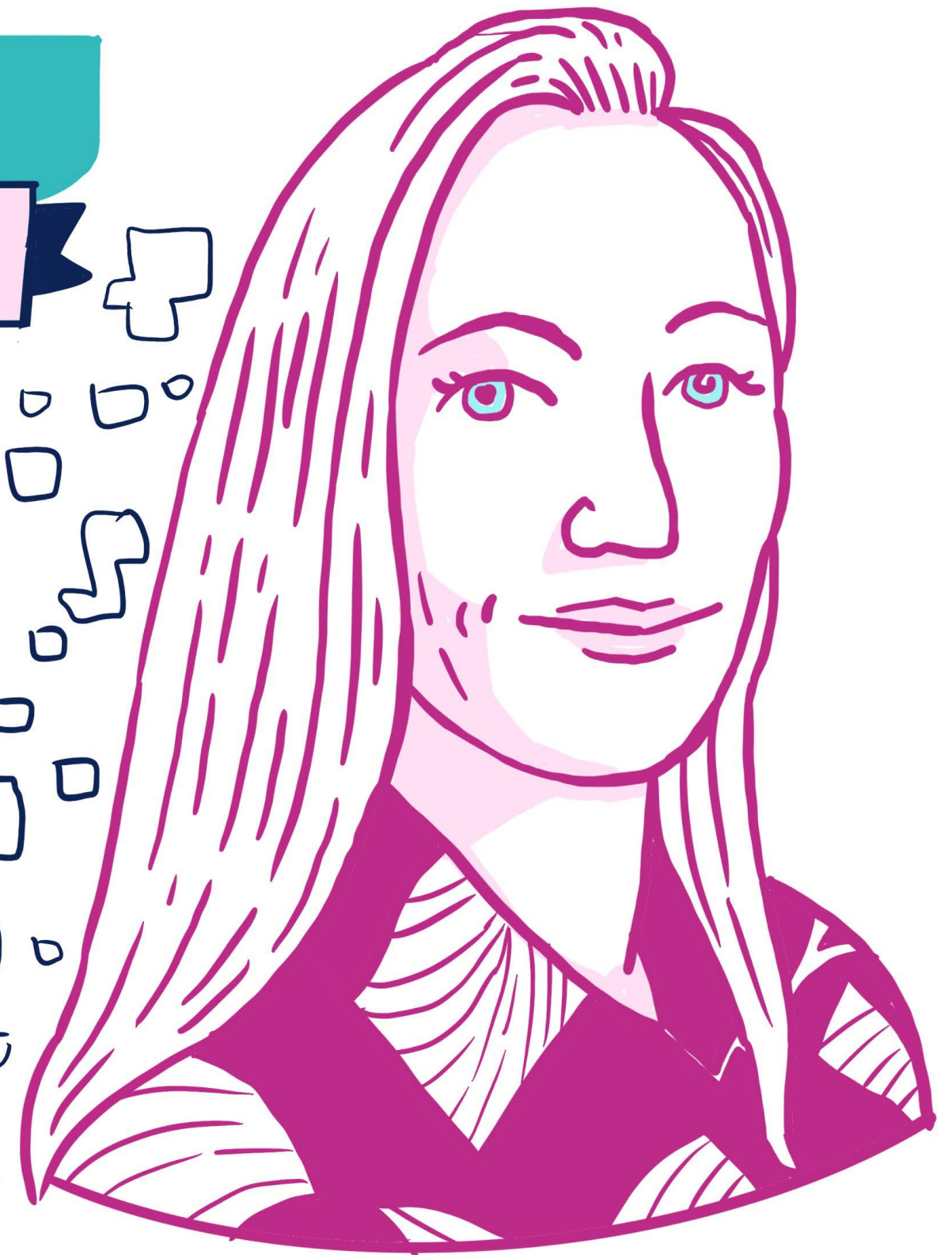
DEFINING THE METAVERSE

IS IT GAMING?

Drawn by Ludic Creatives

GENERATIVE A.I.

BLOCK CHAIN HASN'T DISAPPEARED





# THE DIGITAL DAY ENGLAND 2023

## JAMES POTTER

LINKED IN YOU IS STILL YOU

BUSINESS  
LEADERS:

I USE IT TO  
NOT TALK  
TO PEOPLE

BUY MY  
#STUFF!

HI

USES of  
LINKED IN:

PROCUREMENT  
PEOPLE:

I KNOW MORE ABOUT  
YOU THAN YOU DO!

MARKETING &  
RECRUITMENT  
INDUSTRIES ARE  
NOT the BIGGEST  
ON LINKED IN.

I CAN'T BE A  
PERSON I MUST  
BE A BRAND.

BE A PERSON &  
TALK ON LINKED IN

THAT'S  
HOW TO MAKE  
IT WORK.



# THE DIGITAL DAY ENGLAND 2023

LEO RAYMAN

GET READY for the GREAT TRANSITION



TO NET ZERO & CIRCULARITY

WHAT'S MARKETING'S ROLE in THIS?

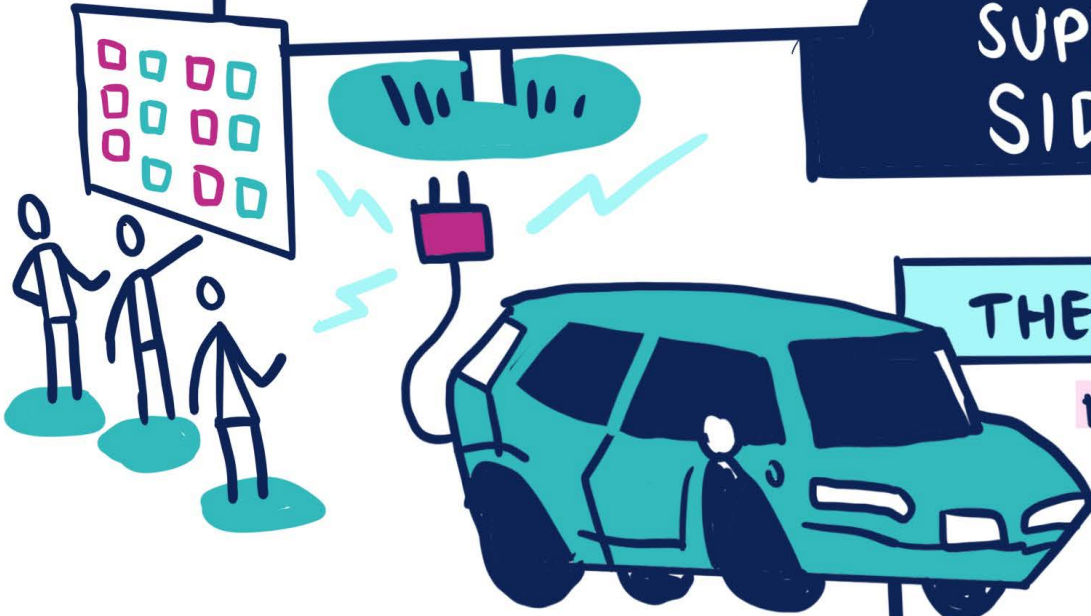
MAKING SUPPLY SIDE...

...MEET the DEMAND SIDE.



THE MARKETING UPGRADE:

- SUSTAINABLE VALUE PROPOSITIONS
- SUSTAINABLE CX
- SUSTAINABLE ECOSYSTEMS
- SPARK IMAGINATION: POSITIVE VISIONS
- NEW BUSINESS MODELS: BEYOND GREENWASHING





THE  
DIGITAL  
DAY  
ENGLAND 2023

ANDREWU  
LIANNA BRINDED  
LUKE HARRISON

GAMING 'IS' **HUGE**  
AND GROWING

IT'S A PLAYFUL  
SPACE!

THERE'S MANY WAYS  
for BRANDS to  
ENGAGE  
AUTHENTICALLY  
with  
GAMING!

DEMOGRAPHIES:  
SO MANY PEOPLE  
ARE GAMERS  
NOW

PARENTS

COMMUTERS

UNDERSTAND  
COMMUNITY!

BE SMART:  
IT'S NOT JUST  
ABOUT LOGOS!

PLAY:  
HAVE  
FUN!



**THE  
DIGITAL  
DAY  
ENGLAND 2023**

**SUPRIYA DEV-PURKAYSTHA**

**NATIVE ADVERTISING @MICROSOFT**

**FROM  
MR. CLIPPY  
TO...**



"PUT A  
PC ON EVERY  
DESK."

... EMPOWER  
EVERY PERSON  
& ORGANISATION  
TO DO MORE.

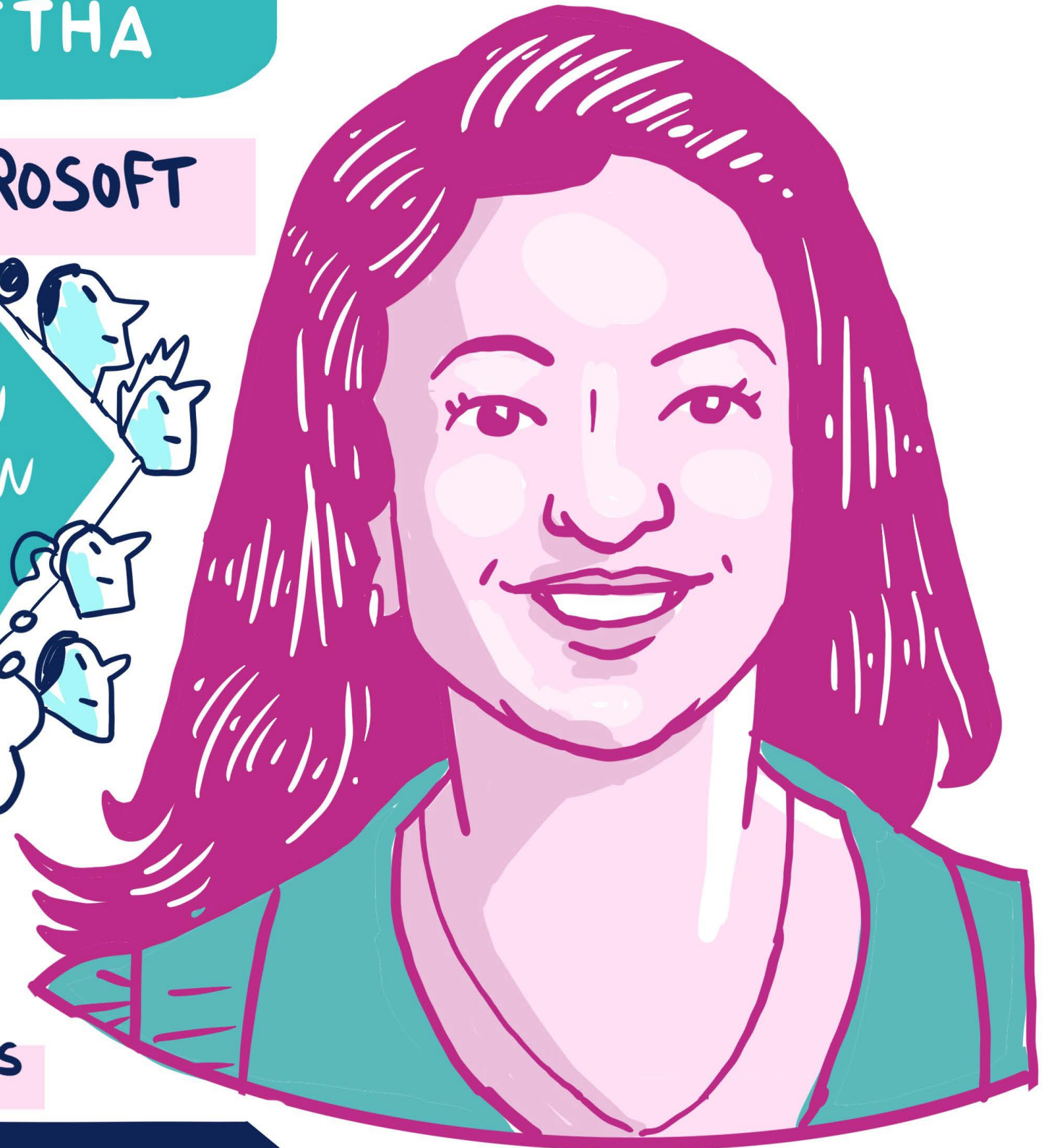
BEING CUSTOMER  
CENTRIC

**THE JOURNEY HAS INVOLVED CULTURE SHIFTS**

"FROM  
'KNOW-IT-ALLS'  
TO  
'LEARN-IT-ALLS'"

FOLLOWING OUR  
PURPOSE AND  
6 PRINCIPLES  
OF DESIGN

FOR  
RESPONSIBLE  
DEVELOPMENT





THE  
DIGITAL  
DAY  
ENGLAND 2023

ZEHRA CHATOO

CONNECT MEANINGFULLY  
with GEN. Z: THE NEXT  
GENERATION of CREATIVITY

DIGITAL  
NATIVES

18-24 YEAR  
OLDS

- DIVERSE
- EMPOWERED to  
MAKE AN IMPACT  
with CREATIVITY

NEVER BEFORE HAS CREATIVITY  
BEEN SO ACCESSIBLE



AUTHENTICITY, TRUE  
REPRESENTATION & TRUST  
ARE KEY.

- ARE YOU in CONTROL ENOUGH to LET GO?

