

# WELCOME



**SOPHIE DEVONSHIRE**  
CEO THE MARKETING SOCIETY



EVERYONE HERE HAS THE POTENTIAL TO RAISE THEIR **AMBITION!**



Ludic Creatives

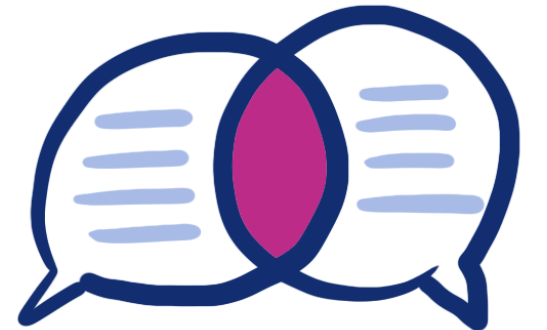
WE ARE HERE TO MAKE PEOPLE CHANGE THEIR **BEHAVIOURS**



WE WANT TO **ILLUMINATE & GIVE YOU HOPE**

THE WORLD IS IN A **DARK MOMENT** RIGHT NOW

WE ARE HERE FOR **AMAZING CONVERSATIONS**



**CHANGE**

IT TURNS THE CATERPILLAR INTO THE **EMERGING LIGHT**

**THE GLOBAL 2023 CONFERENCE**  
**CHANGEMAKERS ILLUMINATE**



# CHANGING CULTURE EDUCATION IN BRITAIN



**KATHERINE BARBALSINGH**  
HEADMISTRESS AND CO-FOUNDER,  
MICHAELA COMMUNITY SCHOOL

**Google** laptop icon

I'M CALLED THE STRICTEST TEACHER IN THE WORLD...

I'M YOUR MUM WE ARE NOT SUPPOSED TO BE FRIENDS

**EDUCATION**

EDUCATION IS MEDIOCRE IN BRITAIN

STICK WITH TRUTH EVEN IF IT IS HARD TO HEAR

HOLD THE LINE. STAY WITH ME. WHAT WE DO IN LIFE ECHOES ETERNITY!

YOU AT HOME HAVE THE POWER TO SHAPE SOCIETY

BE CONSISTENT!

DISCIPLINE IS REALLY POOR IN OUR SCHOOLS

IT REALLY IS BAD!

CONTROL THE USE OF DEVICES AT HOME!

PUT THAT DOWN!

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# DELIVERING THE FUTURE OF SOCIAL CELEBRATION



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**GUY MIDDLETON**  
GLOBAL BREAKTHROUGH  
INNOVATION DIRECTOR, DIAGEO





# ILLUMINATING THE PATH TO GENERAL MANAGEMENT



**BEN PEARMAN**  
VP, MANAGING DIRECTOR - EUROPE & AUSTRALIA, GENERAL MILLS



EVERY BUSINESS PROBLEM IS A **MARKETING PROBLEM**

TAKING RISKS MAKES YOU MORE **ACCOUNTABLE**

WE HAVE TO BE LESS PERFECTIONIST TO **ADAPT!**



TAKE RISKS!



MARKETING GIVES YOU AN **ACCOUNTABILITY VALUE!**

WE HAVE A SOCIAL **RESPONSIBILITY** WITH OUR CUSTOMERS



THE COST OF LIVING IS KILLING US!

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# HOW AND WHY MARKETERS NEED TO KEEP ON TOP OF TECH, INCLUDING AI



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**MARTHA LANE FOX**  
PRESIDENT, THE BRITISH CHAMBERS OF COMMERCE



**PLAY AROUND WITH TECHNOLOGY!**



ARE WE USING THE RIGHT TOOLS OF THE MODERN AGE?

**PURPOSE**  
WE NEED TO INVEST IN THINGS THAT REALLY MATTER!



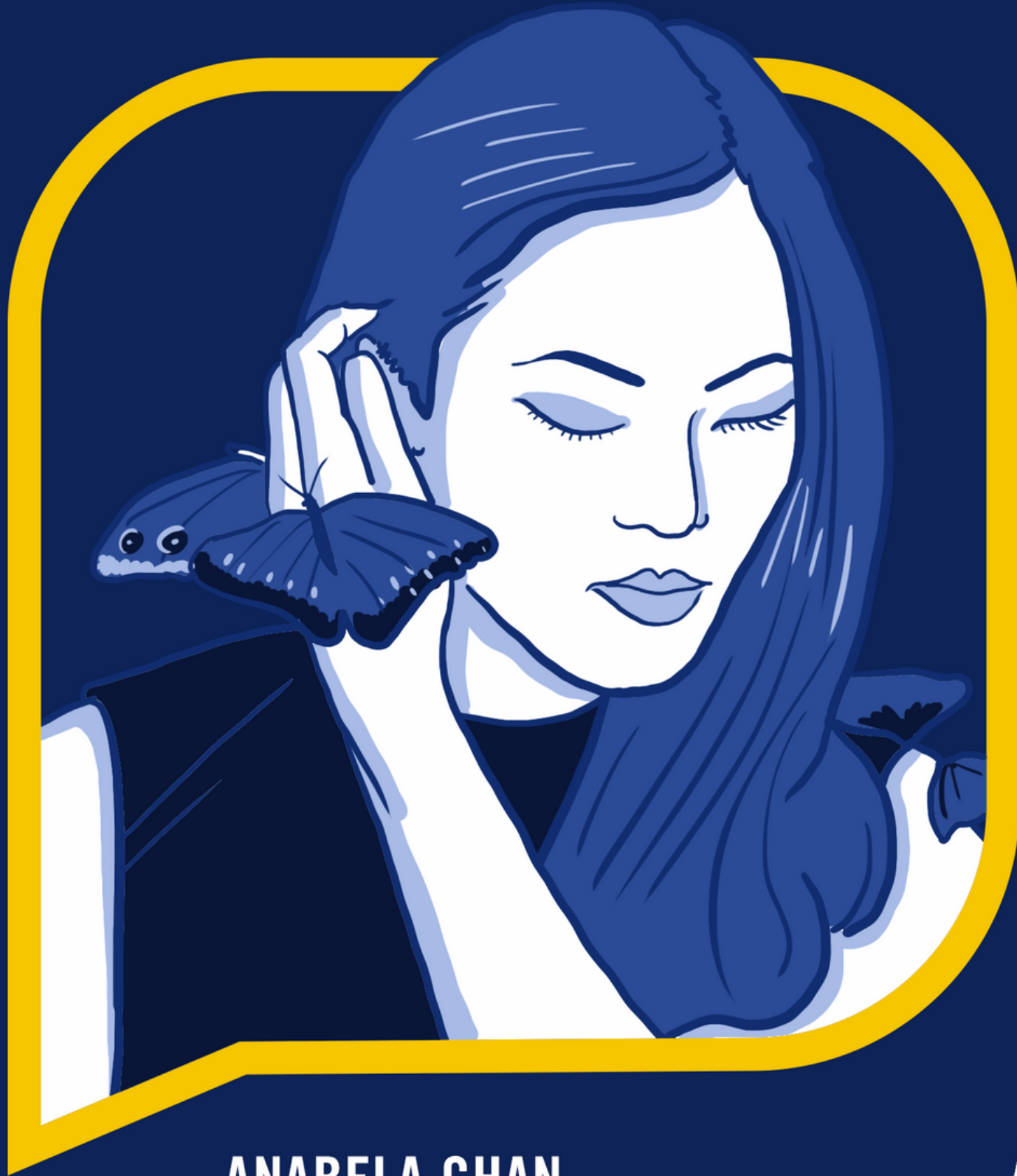
**RESILIENCE**  
IS WORKING HARD AND KEEP GOING

**TREAT PEOPLE WITH DIGNITY & DECENCY**



DO WE HAVE THE RIGHT PEOPLE IN THE ROOM?  
OPEN THE DOOR TO THE RIGHT TALENT!

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**ANABELA CHAN**  
CEO AND CREATIVE DIRECTOR,  
ANABELA CHAN JOAILLERIE

# LAB GROWN DIAMONDS ARE ALSO FOREVER:

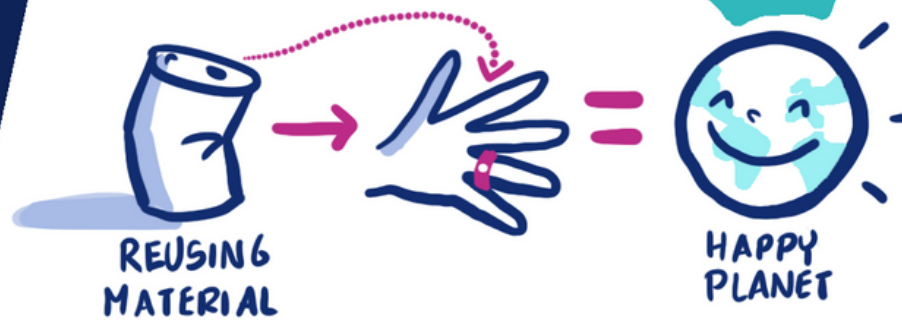
THE GLITTERING NEW JEWELLERY BRAND  
CHANGING THE MARKET



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**FORCES OF CHANGE**  
SUSTAINABLE  
JEWELLERY

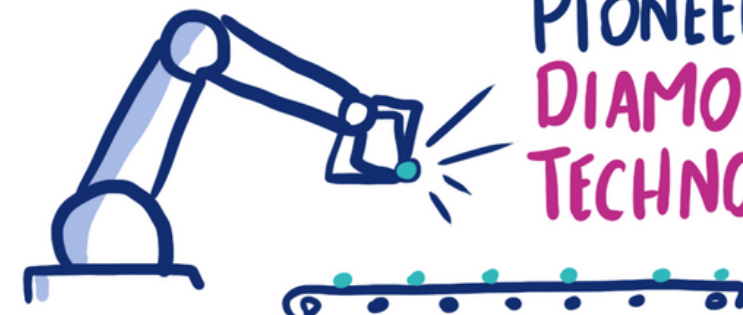


**DRESSING LEADING LADIES LIKE LADY GAGA & BEYONCE**



**WORK WITH NATURE TO CREATE RESPONSIBLE PROCESSES**

**I'M A MAKER AT HEART**



**PIONEERING DIAMOND TECHNOLOGY**



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# A NATION IN TRANSITION

ONE OF THE BIGGEST ECONOMIC AND SOCIAL REFORM PROGRAMMES IN MODERN HISTORY



**MOHAMMED ISMAEL HAMEEDALDIN**  
PARTNER, TOUGHLOVE ADVISORS

I'M NOT HERE TO SELL YOU SAUDI I'M JUST ONE OF YOU!

HOW MUCH DO YOU KNOW ABOUT ARABIA?

WE ARE CHANGING AS A NATION. THE COUNTRY IS OPEN BUT WE CAN'T DO IT ALONE!

IT'S BIGGER THAN YOU THINK

BIG GEOGRAPHICALLY SMALL DEMOGRAPHICALLY

PEOPLE ARE YOUNGER THAN YOU THINK!

**VISION 2030**



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# THE DOORMAN FALLACY



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**RORY SUTHERLAND**  
VICE CHAIRMAN, OGILVY UK



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# SWIPING RIGHT FOR SUCCESS.

HOW A GLOBAL SOULMATE SEARCH GIANT KEEPS IT CHARISMA



**NAOMI WALKLAND**  
VICE PRESIDENT, EMEA & APAC MARKETING, BUMBLE



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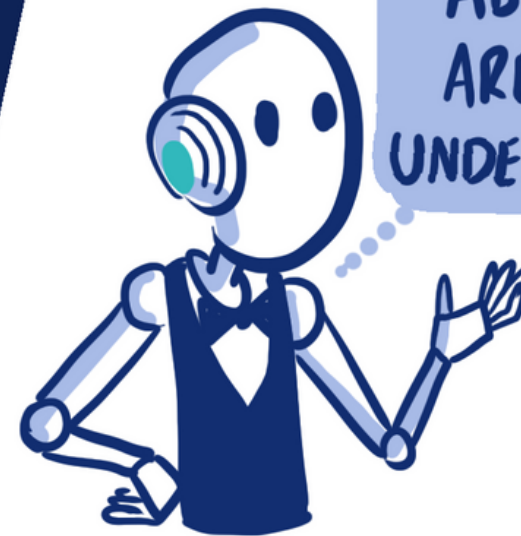


# WHAT DO YOU WANT TO ASK STEVE JOBS?

## AI AND 3D HUMANOIDS – NEXT GEN BRAND ENGAGEMENT?



**RICHARD GODFREY**  
FOUNDER AND CEO, ROCKETMAKERS



CONCERNS ABOUT **AI** ARE REALLY UNDERSTANDABLE

**AI NEEDS AUTHENTICITY TO ENGAGE AND BUILD TRUST!**



HELLO, I'M **AI BARACK OBAMA**



AS **MARKETEERS** OUR MAIN FEAR IS IF **AI UNDERMINDS** OUR BRAND

WE NEED TO DEFINE THE **PURPOSE OF AI**

**AI** A TOOL TO ENHANCE HUMAN EXPERIENCE



I'M **AI STEVE JOBS**



**EMMA HARRIS**  
CEO, GLOW LONDON

# ITS TIME TO SLOW DOWN

HOW MAKING BETTER CHOICES AND SAYING NO CAN MAKE YOU A BETTER MARKETER.



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I WAS A VERY BUSY LADY BUT...  
I SUFFERED A CARDIAC ARREST  
AND THAT MADE ME  
**CHANGE**.....-> BEFORE .....-> AFTER

~ STATUS ~  
**WORK** ~  
~ MONEY ~

FAMILY  
**LOVE**  
FAMILY

MAKE  
BETTER  
CHOICES

**MANIFEST**  
DON'T  
STRESS

LOOK  
AFTER  
YOURSELF

FEAR  
FOMO

GUILT

SET YOUR OUTCOME  
**VISUALISE**  
**RELAX**

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# BUILDING BRANDS FROM ZERO

## LESSONS FROM A MARKET DISRUPTOR.



**JAMES AVERDIECK**  
FOUNDER & CEO,  
THE COCONUT COLLABORATIVE

**MY DAD WANTED ME TO BE AN ACCOUNTANT... BUT I ALWAYS FOLLOW MY OWN PATH**

**LET'S PUT IT HERE AND SEE PEOPLE'S REACTION..**

**I DID MY OWN USER RESEARCH & WITH VERY LITTLE MARKETING**

**IT ALL STARTED SMALL AND THEN IT GREW & GREW**

**I HAVE AN ACTIVE MIND, ALWAYS LOOKING FOR WHAT'S NEXT**

**EUREKA**

**MELT COCONUTS AN TURN THEM I INTO YOGHOURT**

**NATURAL The Coconut COLLAB**

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The comic strip depicts a man in a suit talking about his father's expectations and his own path. It shows him in a grocery store, a man relaxing on a beach chair with a thought bubble about his active mind, a palm tree, a glowing lightbulb labeled 'EUREKA', and a container of 'The Coconut Collaborative' natural yogurt. The final panel shows the brand name 'THE GLOBAL 2023 CONFERENCE CHANGEMAKERS ILLUMINATE'.



**SAM CONNIFF**  
AUTHOR AND FOUNDER OF LIVITY,  
DON'T PANIC AND  
UNCERTAINTY EXPERTS

# WHAT IS YOUR 'UNCERTAINTY TOLERANCE' LEVEL?

NEW RESEARCH ON WHAT IT IS AND HOW YOU CAN IMPROVE IT.



THE BRAIN HATES **UNCERTAINTY**  
I NEED TO LEARN HOW TO COPE WITH **THE UNEXPECTED**



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**FIGHT  
FLIGHT  
FREEZE  
FEED  
FAWN  
FOLD  
F\*\*\***

THINK YOUR WAY OUT OF BEING SCARED



## UNCERTAINTY IS AN EMOTION

I HATE IT!  
I'D RATHER  
PHYSICAL PAIN



IT'S INEVITABLE  
HOW YOU RESPOND  
IS UP TO YOU!



**FEAR OF THE UNKNOWN:  
FOTU ONE FEAR TO  
RULE THEM ALL**

CARELTON, HARRIS, Et al, 2019

UNCERTAINTY LEADS US  
IN UNEXPECTED PATHS

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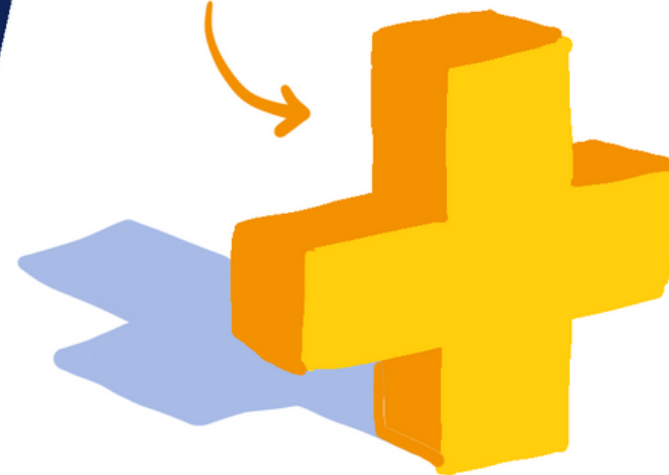


**YANA HONCHARENKO**  
CHIEF COMMUNICATION &  
SUSTAINABILITY OFFICER,  
STARLIGHT MEDIA, UKRAINE

# REINVENTION, HOPE AND EUROVISION

## HOW MARKETING IS THRIVING IN KYIV

**MOST POPULAR  
SYMBOL IN UKRAINE  
NOW**



- + I UNDERSTAND
- + I AM OK
- + I AM ALIVE
- + WE ARE TOGETHER
- + I AGREE
- + I AM DOING
- + I AM IN
- + DONE

**STARLIGHT MEDIA**  
LEADER IN UKRAINIAN MEDIA  
**20.6 MILLION**  
VIEWERS REACHED OUR TV  
CHANNELS IN 9 MONTHS



**UKRAINIAN ARMED  
FORCES ARE THE  
MAIN LOVED BRAND**



**MONOBANK**  
A PIGGY BANK  
CROWDFUNDING

**PEOPLE** ARE THE MOST  
VALUABLE  
ASSETS!!!



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**EUROVISION**  
SONG CONTEST  
BROUGHT US  
TOGETHER



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# CLOSING REMARKS



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**SYL SALLER**  
PRESIDENT OF THE  
MARKETING SOCIETY



PEOPLE WHO **ILLUMINATE** SHINE THE PATH TO OTHERS



HOW DO YOU BRING **LIGHT** TO YOUR ORGANISATION?

ARE YOU...



"WHAT IS IMPORTANT IS TO **LEAD FOR GROWTH**"



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