



MARKETING LEADERS PROGRAMME EUROPE 2019

INSPIRING GREAT MARKETING LEADERS



BRAND LEARNING
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INTRODUCTION

The Marketing Society, together with Brand Learning, has developed the Marketing Leaders Programme (MLP) as a unique development experience for high potential individuals who are preparing for senior marketing leadership roles.

Now in its 16th year, the programme blends both marketing and people leadership skill development. It is delivered by eminent industry leaders and leadership experts and is designed to help shape the great global marketing leaders of tomorrow.

The strength of the programme lies in the way we bring together today's marketing leaders with those of tomorrow, in an open environment, enabling frank and honest discussions between our participants and globally renowned speakers.

THIS YEAR'S SPEAKERS INCLUDE:

KEITH WEED

Chief Marketing & Communications Officer

Unilever

SARAH WARBY

Chief Growth Officer

HyperJar

MARK EVANS

The Marketing Society's Marketing Leader of the Year 2018

Marketing Director

Direct Line Group

MARTIN HAYWARD

Founder

Hayward Strategy & Futures

SIR TIM SMIT CBE

Co-Founder

The Eden Project

MARTIN DEBOO

Senior Vice President

Jefferies

PETER DUFFY

Chief Customer Officer

JUST EAT

DR TARA SWART

Neuroscientist

JONNY LEWIS

Actor and Playwright

“An inspirational and rare opportunity to connect with like-minded people, hear from some of marketing’s greats and learn in a well facilitated environment.”

LAURA PILLER
HSBC

WHO WILL BENEFIT

The programme addresses the strategic, commercial and leadership challenges facing senior marketers and their teams today.

Building on the work of Steve Radcliffe, it is designed around Brand Learning’s approach to Leading for the Future Now and looks at what marketing leaders need to do (technical marketing skills) and how they need to be (behavioural skills) in a rapidly changing and unpredictable world.

After attending the programme previous delegates have returned to their businesses with renewed energy and confidence that has inspired the whole team. They have brought a fresh leadership perspective, new ways of working, a greater capacity for their workload and an invaluable business network.

OBJECTIVES

1. To provide insights and tools to help marketers handle the challenges involved in succeeding as a marketing leader.
2. To strengthen the strategic marketing skills and leadership behaviours of senior marketers.
3. To build awareness of best practice marketing activity and marketing leadership in a range of other companies and industry sectors.
4. To support each other in the development of a personalised marketing leadership action plan.

THE CREATORS

The programme has been devised following intensive consultation with some of the world's most successful marketing leaders and draws on the experiences, challenges and difficulties they have encountered throughout their careers. It also harnesses the wisdom and experience of The Marketing Society's senior members and Fellows, whilst utilising the capability development skills of Brand Learning.

THE MARKETING SOCIETY

Founded 59 years ago, The Marketing Society now has a membership of 3,000 senior marketers in London, Scotland, Singapore, Hong Kong, Dubai, India and New York and has become one of the most influential drivers of marketing in the business community.

The Society challenges its members by pursuing its purpose to inspire bolder marketing leadership.

marketingsociety.com

BRAND LEARNING

Brand Learning, now part of Accenture, specialists in building the capabilities of people and organisations to deliver growth.

Brand Learning supports over 160 multinational companies across 60 countries, to help them shape the future and build the sales and marketing capabilities to make it happen in practice.

brandlearning.com

STEVE RADCLIFFE ASSOCIATES

Steve Radcliffe is the creator of the Future - Engage - Deliver (FED) approach to leadership, defined by The Times as 'the no-nonsense approach, shaking up the world of leadership'.

futureengagedeliver.com

“An amazing chance to get a better understanding of what marketing leadership means for you, and how you - and only you - can define your own future.”

JOHNNY CORBETT
AKZONOBEL

PROGRAMME OUTLINE

You can expect to enjoy a fully immersive, residential programme spanning three months, followed by a refresher five months later. All sessions will offer stimulating perspectives, blended with stretching sessions of self-discovery, led by our expert leadership coaches.

PRE-WORK PROGRAMME PREPARATION

FEBRUARY

- Agree personal objectives and plan for embedding learning with senior internal sponsors and colleagues
- Reflect in advance on the things that have driven/detracted from leadership performance
- Assessment of your personal strengths.

MODULE 1: FUTURE - Leading with conviction

FEBRUARY 27 - MARCH 1

In a marketing world where the past is no longer a predictor of the future, this module is all about equipping yourself with the ability to lead with conviction when the things you're used to relying on are not as predictable as they used to be.

MODULE 2: ENGAGE - Leading with energy

APRIL 4 - 5

Marketing leadership today is intense and demanding, so we take the spirit of conviction from module 1 and focus here on how you can lead with energy: building the endurance within you and in others to succeed and avoid burnout.

MODULE 3: DELIVER - Leading with edge

MAY 16 - 17

Indecision and failure to act at pace is now often followed by competitors winning, we therefore focus on the critical skills and behaviours that you can build, giving you the confidence to lead with edge and deliver results.

POST WORKSHOP REFRESHER

OCTOBER

The refresher day will be held five months later in early October and will centre around reflecting and learning from an extended period of practice.

You will also get the chance to put everything you've learnt into practice through a real-life case study, playing the role of CMO, making decisions in the face of the challenges this business actually confronted.

“I loved it. It’s the most valuable, inspiring and enjoyable learning experience I’ve ever had.”

NEIL STEWART
DAIRY CREST

MODULE 1: FUTURE - Leading with conviction

We begin with an introduction to marketing leadership and discuss the importance of personal insight.

DAY 1: WHO AM I?

MORNING

WELCOME AND INTRODUCTIONS

Gemma Greaves, Chief Executive - The Marketing Society
Russell Pocock, Group Leadership Capability Director - Brand Learning
Anni Townend, Leadership Consultant - Steve Radcliffe Associates

WHAT IS MARKETING LEADERSHIP?

Sarah Warby, Chief Growth Officer - HyperJar

A former winner of The Marketing Society’s ‘Marketing Leader of the Year’, Sarah gives her personal views on what it takes to succeed in marketing leadership today from the dual perspective of major corporate and fintech start up.

AFTERNOON

WHO AM I? (PART 1)

Here we help you make sense of your strengths assessment, identifying your super strengths and other areas to focus on.

WHO AM I? (PART 2)

One of our leadership coaches provides a deeper understanding of personal insight and facilitates a session on the key ingredients in building a spirit of conviction.

EVENING

GROUP DINNER

MODULE 1: FUTURE - Leading with conviction

In a marketing world where the past is no longer a predictor of the future, this module is all about equipping yourself with the ability to lead with conviction when the things you're used to relying on are not as predictable as they used to be.

DAY 2: WHY AM I HERE?

MORNING

WHAT IT MEANS TO LEAD WITH CONVICTION

We explore what it means to have a spirit of conviction and how to lead for it, establishing a framework to engage with the next speaker.

LEADING WITH CONVICTION

Mark Evans, The Marketing Society's Marketing Leader of the Year and Marketing Director - Direct Line Group

Mark discusses what it took to win the Marketing Leader of the Year 2018 Award, what drives him for the long-run and how he deals with the tensions of shorter term motivations and demands.

AFTERNOON

WHY AM I HERE?

We take the self-discovery work completed on day 1 and use it to help define and articulate your own spirit of conviction.

HOW TO LEAD WITH CONVICTION

Crucially you will then explore the connection between your own leadership, your organisation and its customers giving you a powerful licence to lead.

EVENING

GROUP DINNER

DAY 3: FINDING YOUR EDGE

MORNING

THE FUTURE OF NOW

Martin Hayward, Hayward Strategy & Futures

Martin shares latest market insights, his perspective on changes we can expect in the near-term future and leads discussion on the implications for how marketing leaders can lead with edge now and in the future.

AFTERNOON

FINDING YOUR EDGE

Great leaders operate at the edge and in an edge-centric way. Here we help you explore what this looks like for you and how you can go about gaining deeper levels of insight.

BEING AT THE EDGE

Dr Tara Swart, Neuroscientist

Dr Swart discusses how latest advances in neuroscience are informing human behaviour, what your brain needs to be able to lead with edge now and in the future and what to do about it.

BRIEFING WORK BETWEEN MODULES

CLOSE

MODULE 2: ENGAGE - Leading with energy

In this module, we focus on building the energy for endurance as you seek to engage customers and colleagues across your business in a role that is demanding and intense.

DAY 1: ENERGY AND RELATIONSHIPS

MORNING

BEING ENGAGING

We explore how you can build greater commitment in people through the energy that you bring.

GETTING THE BEST OUT OF OTHERS

Sir Tim Smit, Co-Founder - The Eden Project

Sir Tim shares his journey of turning the Eden Project from a dream into a reality and how he got the best out of others to make it happen.

AFTERNOON

BUILDING BIGGER RELATIONSHIPS

In this session we explore the role you play as a leader in growing and shrinking relationships and what you can do about it. Drawing on learning from Sir Tim, we explore the correlation between relationships and results.

BUILDING BIGGER RELATIONSHIPS WITH CUSTOMERS

We'll hear from a specialist in the field of customer/consumer engagement, how digital is set to further transform brand relationships and the implications for marketing leaders.

EVENING

GROUP DINNER

DAY 2: ENERGY AND IMPACT

MORNING

UNDERSTANDING YOUR IMPACT AS A LEADER

Building on our understanding of relationships and results, we look deeper at the impact of a marketing leader and how you can go about building greater understanding of the impact you have on others.

MANAGING YOUR IMPACT

Peter Duffy, Chief Customer Officer - JUST EAT

Peter discusses a marketing leader's impact: the opportunities, the challenges and what can be learnt from his experience.

AFTERNOON

MAXIMISING ENERGY IN YOU AND YOUR PEOPLE

We pull stimulus and learning from the module together by looking at how you as a marketing leader can maximise your energy for maximum capability in your people as this resource becomes ever-more scarce in many companies.

BRIEFING WORK BETWEEN MODULES

CLOSE

MODULE 3: DELIVER - Leading with edge

Indecision and failure to act at pace is now often followed by competitors winning, we therefore focus on the critical skills and behaviours that you can build, giving you the confidence to lead with edge and deliver results.

DAY 1: YOUR LEADERSHIP EDGE

MORNING

PUTTING IT INTO PRACTICE

An alumni returns to share what they learnt on the programme, how they've put it into practice and discuss what it means for you.

LEADING WITH EDGE (PART 1)

As we look forward to delivering more as leaders, we explore what might hold us back through this facilitated session.

AFTERNOON

LEADING WITH EDGE (PART 2)

Once we've understood what might hold us back, we now look at what could power us forward through another expert facilitated session.

A VIEW FROM THE CITY

Martin Deboo, Senior Vice President - Jefferies

A shift in gear where Martin will focus on what marketing leaders can do to influence the commercial performance of their business when it comes to shareholders and the external financial community.

EVENING

GROUP DINNER

DAY 2: PERFORMING WITH EDGE

MORNING

MARKETING, LEADERSHIP & MARKETING LEADERSHIP

Keith Weed, Chief Marketing & Communications Officer - Unilever

Keith, named as the world's most influential CMO by Forbes in 2017 and 2018, pulls the programme together with stimulating thoughts on the strategic role marketing can play in driving commercial business performance and the impact you can have on a business by being ambitious, bold and leading with edge.

AFTERNOON

PERFORMING WITH EDGE

Jonny Lewis, Actor and Playwright

Jonny will put you through your paces in a highly experiential session where you will understand the building blocks of confidence and gravitas, taking away practical tools and techniques for you to build on over time.

PERSONAL MARKETING LEADERSHIP ACTION PLANNING

In this final session you will bring all your learning from the programme together and be able to clearly articulate the leader you want to be and how you will become that leader, ready to go back into your business and take the next step on your journey.

CLOSE

HOW TO APPLY

If you are an experienced marketer looking to boost your career or have recently moved to a more senior marketing position, apply now.

To ensure participants have compatible levels of experience and seniority, sponsorship from a leader within the business is required upon application. Or if you have a team member who is showing incredible promise and is ready for the next step, nominate now.

VENUE

Wotton House, Guildford Road, Dorking, RH5 6HS
Wotton House is an estate like no other. The 17th-century house has a long tradition of entertaining guests with a mix of original features and 21st-century style. With its 13 acres of grounds, explore the Italian gardens, Roman temples and manicured lawns.

DATES

Module 1: Feb 27 - March 1 2019

Module 2: April 4 - 5 2019

Module 3: May 16 - 17 2019

COST

The cost per participant is £9,995 + VAT.

- This is an all inclusive cost which covers facilitation, food and accommodation for the entire programme.
- For members of The Marketing Society, a complimentary renewal is included as part of the programme. For non-members, a year's complimentary membership is rewarded upon completion of the programme.

BOOKING INFORMATION

The application deadline is Monday 7th January 2019.

To apply or for more information:

Anya Dubiel - 020 3327 9811 anya@marketingsociety.com

OTHER LOCATIONS

The programme is also running in Singapore and the USA on the following dates/venues.

Singapore

(Hotel Fort Canning, 178881)

Module 1: March 20 - 22, 2019

Module 2: May 7 - 8, 2019

USA

(The Deleamar Greenwich Harbor, Greater New York area)

Module 1: May 6 - 8, 2019

Module 2: June 3 - 4, 2019

Applications are now open, visit:

marketingsoc.co/MLP19



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