**ProcureCon Marketing Conference Online- 22-23 September**

**The Only Conference for Marketing Procurement Decision Makers From**

**The World’s Biggest Advertisers**

**ProcureCon Marketing has gone virtual so you can continue to learn, network and benchmark with your peers to help you support your business and team so you can thrive. The Online Conference will provide you with practical tips and new ideas from the world’s top advertisers on how to adapt your media and marketing spend in a fast moving environment.**



|  |  |  |
| --- | --- | --- |
| **DAY 1- 22 September** | | |
| **AGENDA LISTED IN UK TIME** | | |
| **Establishing marketing procurement as a business critical function** | | |
| 10.00 | **Panel Discussion: How can you drive a dynamic partnership with your Finance and C-Suite team during uncertain times to best prove your function’s value in the business?**   * How can marketing procurement learn to speak the same language as the finance and C-Suite team, and best prove their function’s value? How to turn struggles into success. * Between a rock and a hard place: how can you argue against cutting costs if the CFO makes the decision to cut marketing costs? * What techniques can you implement to achieve mutual success and provide a united front?   **Vinod Subramanian, Global Marketing Procurement Director, Huawei**  **Andrew Newnham, Director of Group Procurement, Marks & Spencer**  **Martin King, Global Head of Marketing & Sales Procurement, Mondelez**  **Tina Fegent, Director, Tina Fegent Limited** [Moderator] | |
| 10.30 | **All Star Panel Discussion: How can you leverage new media industry initiatives, metrics and technology that can help prevent ad fraud, ensure brand safety and maximise viewability?**   * Despite all the unique challenges in digital, digital media budgets continue to grow. How can we address media quality challenges head on and ensure that both the Brand and ROI standards we set align with real results for brands? * How are advertisers taking practical steps toward a more transparent ecosystem and an assurance of responsible advertising? What industry initiatives are in place to help with this? * What is marketing procurement’s role in supporting marketing and other stakeholders to achieve transparency in digital and ensure brand safety? Are we willing to pay more if it means more transparency?   **Emma Ratcliff, Global Head of Marketing Sourcing, Expedia**  **Shailin Dhar, CEO, Method Media Intelligence** | |
| 10.50 | **Live Q&A:**  **Emma Ratcliff, Global Head of Marketing Sourcing, Expedia**  **Shailin Dhar, CEO, Method Media Intelligence** | |
| 11.10 | **Inspirational Industry Insight, with Client Case Study: How to take control of your digital assets to increase visibility, control, and productivity**  **Carl Scott, Global Business Development Director, Adstream**  **James Thomas, Adstream** | |
| 11.30 | **Networking and Exhibition** | |
| 12.00 | **Interview: WFA’s Project Spring 2.0- How can you evolve your value proposition to ensure your function remains critical and value-adding during turbulent times**  *WFA’s Project Spring initiative, launched in 2018, was designed to evolve the role of global marketing procurement as well as the perception of its performance, highlighting the overall value contribution of the function brought to the business. This session will provide an update of the initiative, focusing on how our global marketing procurement leaders continue to evolve along this “cost out” to “value in” journey, what practical steps they have taken and what inspired them at the 2019 ProcureCon Marketing event last year?*  **Ekaterina Agafanova, Global Head of Marketing Procurement, Heineken**  **Tracy Allery, Business Partner Lead, Marketing, Nestlé USA**  **Moderator: Laura Forcetti, Global Marketing Sourcing Manager, World Federation of Advertisers (WFA)** | |
| 12.25 | **Live Q&A with:**  **Ekaterina Agafanova, Global Head of Marketing Procurement, Heineken**  **Tracy Allery, Business Partner Lead, Marketing, Nestlé USA**  **Moderator: Laura Forcetti, Global Marketing Sourcing Manager, World Federation of Advertisers (WFA)** | |
| 12.50 | **Guest Speaker: Interview: The Next Normal- How will Covid-19 impact the media industry in the short and long-term and can adland recover to its former glory?**   * The future of work: What are the short-term implications of remote working on RFP’s and will we see an evolution in the pitch process as a result? * Accelerating digital transformation: How will brands need to adapt their long-term chan * nel strategy in response to changing consumer behaviour and what does it mean for the survival of mass media? * What are the long-term impacts on client and agency partnerships and will the pandemic drive innovation and new models for production?   **Sir Martin Sorrell, Executive Chairman, S4 Capital**  **Andrew Lowdon, Director of Agency Services, ISBA** [moderator] | |
| 13.10 | **Guest Speaker: Big Questions Live: The future of adland post pandemic**  **Sir Martin Sorrell, Executive Chairman, S4 Capital**  **Andrew Lowdon, Director of Agency Services, ISBA** | |
| 13.30 | **Networking and Exhibition** | |
|  | **Essential Content** | **VIP Content:**  Our VIP speakers and content is accessible ONLY for our  paying delegates  Please contact Kara to discuss: Kara.Fraser@wbr.co.uk |
| 14.20 | **Presentation: Mastering contract negotiations: How to drive value from your agency partners and continue to drive new supplier relations during a global pandemic**   * How can you balance procurement ethics and policies with stakeholder preferences to continue to drive value with existing partners? * How can you adapt processes to enable the onboarding of new solutions in a virtual environment * To what extent do you need to follow your procurement policy rigorously and when can you be more open? * How, together, can you generate value with existing partners with the ambition to improving business outcome, improve quality and maximise budgets?   **Nico Vrijenhoek, Global Marketing Procurement Director,** **Liberty Global,** **with Marketing stakeholder** | **Case Study: Why we launched the BT Procurement Awards and how an initiative like this can help you inspire, develop and attract talent**   * Why we launched the programme, what we did and how * Lessons learned from our journey and how we’re evolving it year on year * How this platform is contributing to our wider career and capability strategy across our procurement team * How the programme has been viewed internally and externally – how can you get others to sit up and take notice?   **Paula O’Reilly, Head of Global Marketing Procurement, BT with Cate Warman-Powell, Head of Procurement Consumer Devices, BT** |
| 14.40 | **Interview: How do you find the balance between an onsite agency partner, in-housing, a traditional agency partner and offshore services to ensure the most effective delivery solution?**   * As traditional agency and advertiser business models are being reassessed - what are the benefits, drawbacks, and risks involved in making the transition to an onsite, in house or offshore agency? * How are transparency and data protection issues accelerating the onsite and in house agency trend? * What other emerging models are being considered by advertisers, and are the solutions available to provide these?   **Jeremy Jayne, Head of Marketing Procurement UK & IE, Estee Lauder Companies**  **Iain Preston, Chief Client Success Officer, Wunderman Thompson Inside** | **Interview: How can you best enforce supplier diversity in your marketing procurement strategy to positively impact your brand positioning, advertising effectiveness and ROI?**   * What do we mean by ‘diversity’ in this day and age, how are different companies and industries approaching this? * How can you translate supplier diversity goals into understandable and enforceable contract language? * The business case: what is the latest on the positive impact supplier diversity has on your brand positioning, advertising effectiveness and return on investment?   **Grainne D’Arcy, Strategic Sourcing Manager, Supplier Diversity Lead, Corporate Strategic Procurement (CSP), Intel**  **Ali Hanan, Founder & CEO, Creative Equals** |
| 15.00 | **Live Q&A:**  **Jeremy Jayne, Head of Marketing Procurement UK & IE, Estee Lauder Companies**  **Iain Preston, Chief Client Success Officer, Wunderman Thompson Inside** | **Presentation: How to leverage your strategic partnership with a Global Media Agency to unlock value during times of uncertainty**   * Agency strategy optimization learnings: How to consolidate media spend to better support strategic business objectives * Stakeholder management: How to connect with global and local stakeholders to support them during times of crisis * Adjusting Media strategy: How to partner with Media agency to bolster your digital tactics and channel strategy to reach your audience during COVID-19 * Risk monitoring: How to build a plan to identify media partners across local markets that may be at risk during the global pandemic   **Nina Levandovskaia, Associate Director, Global Category Lead for Advertising agencies & Media,** **Teva Pharmaceuticals** |
| 15.20 | **Panel Discussion: How to build and deploy your marketing digital transformation journey and get it right first time**   * You want to start, but what should the roadmap look like? * What should be assessed internally before considering discussing technology solutions with suppliers? * How do you avoid making mistakes and getting it wrong? * What are the implications when you don’t have the appropriate buy-in from the business?   **Nick Louisson, Senior Procurement Manager - Media & Digital, Sky**  **Andrew Kent, Head of Indirect Procurement, Gilead**  **Graham Crawshaw, Services Director, CASME** [moderator] | **Keynote Presentation: What lessons in crisis management and business continuity planning can marketing procurement derive from COVID-19?**   * How to build a crisis management plan across your marketing spend for financial stability during a volatile market * How to build relationships and streamlined information flow with internal stakeholders during lockdown * How to support agencies globally and overcome local market complexities   **Anais Alexandre, Head of Procurement for Brand EMEA, Nike** |
| 15.40 | **Networking and Exhibition** | |

|  |  |
| --- | --- |
| **DAY 2** | |
| 10.00 | **Guest Speaker: LIVE Interview: The new world: How will COVID-19 impact the global agency landscape and how will marketers need to evolve their relationships in response?**   * What impact has the pandemic had on global media spend and how will it influence long-term advertising strategies? * How has consumer behaviour changed throughout lockdown and how have brands adapted their channel and content production strategy to meet these new needs * How agencies can support and expedite clients digital transformation plans to meet new customer needs   **Mark Read, Chief Executive Officer, WPP**  **Tina Fegent, Director, Tina Fegent Limited [Interviewer]** |
| 10.20 | **Inspirational Guest speaker: Be part of the change - Why you need a diversity and inclusion kitemark to drive innovation, profitability, creativity and happiness with a direct ROI**  *Creative Equals has developed the Creative + Media Equality Standard, a kitemark for businesses committed to diversity and inclusion, and give companies a roadmap for change. Inclusive cultures drive innovation, profitability, creativity and happiness. Be part of the change. We've changed lives, careers and we're starting to change the face of the creative industry.*  Is diversity and inclusion on your procurement agenda? Here's how to be on the front-foot for change - with a direct ROI in terms of decreased social risk, increased profitability and higher innovation returns.  **Ruth Davidson, Head of Procurement, Diageo**  **Ali Hanan, Founder & CEO, Creative Equals** |
| 10:40 | **Live Q&A with:**  **Ruth Davidson, Head of Procurement, Diageo**  **Ali Hanan, Founder & CEO, Creative Equals** |
| 11.00 | **Networking and Exhibition** |
| 11.30 | **Panel Discussion: How can you source, analyse and keep track of market and supplier intelligence in real-time through volatile periods to make effective and insightful decisions on your marketing spend?**   * What tools are available and specialised for the use of marketing procurement for effective market intelligence and insights? * Where do we need improvements to fit today’s need for a simplified user app-like experience, and an agile approach? * How can you create a business case for marketing intelligence tools, and does it need to be a cost sharing approach across categories and departments to start with? * What are the technological innovations that can improve these tools without adding unnecessary complexity?   **Ekaterina Agafanova, Global Head of Marketing Procurement, Heineken**  **Gonzalo Bisquerra, Head of Global Marketing and Sales Procurement,** **GSK**  **J. Francisco Escobar, Founder, JFE International Consultants** [moderator] |
| 11:50 | **Panel Discussion: Supplier selection of global partners - what new techniques have delivered proven results and how do you manage global contracts with local and regional teams?**   * What are the tools we used for effective supplier selection on a global level – How we mapped the universe and identified the leaders * Next steps: how can you roll out standardisation of supplier selection globally – what are the critical success factors? * How can you apply these global supplier selection techniques to other marketing categories – key takeaways for your marketing procurement strategy * When do you need to go local instead of global? Why the global business case sometimes still doesn’t make sense, especially outside of Western Europe   **Miguel Mas de Larragán, CPO & Marketing Procurement Director, Spain, Volkswagen**  **Philipp Schuster, Agency & Marketing Partnerships Lead, Procurement BP Marketing, Bayer**  **Dana Small, Global Strategic Sourcing Manager, Commercial, Biomarin**  **Tina Fegent, Director, Tina Fegent Limited** [Moderator] |
| 12.20 | **Networking and Exhibition** |
| 13.20 | **Panel Discussion: How can you continue to find innovative ways to drive value in the production process during volatile periods?**   * How has the pandemic accelerated innovation and what new production initiatives are you looking to develop moving forward? * Is now a great time for disruption, accelerating change, getting Marketing to agree to alternative approaches * With innovation introduced, can costs be managed better?   **Alpa Varma, Global Procurement Director - Marketing Production, GSK**  **Adam Barr, Procurement Manager EMENA – Content, Nestlé**  **Valerie Revol, Head of Marketing Procurement, LVMH**  **Ezio Saponari, Global Category Manager, Advertising, Danone**  **Anais Alexandre, Head of Procurement for Brand EMEA, Nike**  **Graham Crawshaw, Services Director, CASME** [moderator] |
| 13.40 | **Live Q&A with:**  **Alpa Varma, Global Procurement Director - Marketing Production, GSK**  **Adam Barr, Procurement Manager EMENA – Content, Nestlé**  **Valerie Revol, Head of Marketing Procurement, LVMH**  **Ezio Saponari, Global Category Manager, Advertising, Danone**  **Anais Alexandre, Head of Procurement for Brand EMEA, Nike**  **Graham Crawshaw, Services Director, CASME** [moderator] |
| 14.00 | **Interview: How can you ‘consciously uncouple’ from an agency relationship and still remain on good terms?**   * Sometimes things just don’t work out – what is the best way to approach ending an agency relationship? * How do you know when a relationship is beyond saving? What solutions should you try before making a final decision? * What is procurement’s role in this process, where can they most add value?   **James Taylor, Head of Marketing Procurement**, **Diageo**  **Jeremy Jayne, Head of Marketing Procurement UK & IE, Estee Lauder Companies**  **Moderator: Laura Forcetti, Global Marketing Sourcing Manager, World Federation of Advertisers (WFA)** |
| 14.20 | **End of ProcureCon Marketing** |