workgroup presents

workgroup cmo

The event *for* CMOs, run *by* CMOs

MINISTRY, LONDON
12TH NOVEMBER

Sarah Roberts — Global CMO — boldyn
Ewa Moxham — Head of Marketing — Yoplait
Angus Vause — Sales & Marketing Director — TATA
Sally Croft — VP of Global Marketing — AMADEUS
Paul Afshar — Chief Marketing Officer — paybis
Nora Zukauskaite — Integrated Marketing Director UK and EU — TikTok Shop
David Enwright — Marketing Director — Post Office
Matthew Leopold — Head of Marketing — LexisNexis

with thanks to our partners FIRST

Here's how it works

Workgroup CMO London is the event for CMOs (Chief Marketing Officers) and Heads of Marketing.

A "workgroup" isn't just our namesake, it's the main format of the day.

Workgroups are CMO discussion groups run by CMOs. The day alternates between these group discussions, and full-audience panel discussions for the big juicy topics.

Workgroups

A workgroup is an hour-long, CMO-led discussion group of up to 10 CMOs. *There are 3 rounds of workgroups, each with six options to choose from.*

Panels

Panels are where we discuss the big topics as a group. 3 CMOs, 1 moderator and full audience involvement. *There are 3 panels over the course of the day.*

The Schedule

0900-0930	Registration & coffee
0940-1020	Panel 1
1020-1110	Workgroups 1
1110-1130	Round-ups
1130-1150	Break
1150-1240	Workgroups 2
1240-1300	Round-ups
1300-1350	Lunch
1350-1430	Panel 2
1430-1520	Workgroups 3
1520-1540	Round-ups
1540-1600	Break
1600-1640	Panel 3
1640+	Drinks

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Previous attendees:

GREGGS, Meta, Co-op, PRIMARK, Canva, dfs, Mondelēz International, EVRi, NOKIA, Ball, mind, BT, unicef, Bupa, AVIVA, Lidl, coursera, Marie Curie, AXA, Unilever, National Trust, MACMILLAN CANCER SUPPORT, OXFAM, EG, STARBUCKS, ASDA, Pets at Home, HELLO FRESH, mamas & papas, FEVER-TREE, LLOYDS BANK, AMNESTY INTERNATIONAL, Dr Martens, Leeds Building Society, InPost, Nestlé, ITN, Warburtons, amazon web services, mitie, giffgaff, boohoo, gsk, Kellanova, COSTA, METRO BANK, FUJITSU, The Salvation Army, Coca-Cola, British Heart Foundation, Taylor Wimpey, Marshalls, E.ON, LG Electronics, serco

& many more!

Panel 1

Kicking off the day with our first panel.

The Schedule

0940-1020	Panel 1
1020-1110	Workgroups 1
1110-1130	Round-ups
1130-1150	Break
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1240-1300	Round-ups
1300-1350	Lunch
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CTRL+ALT+CMO

How do we survive being the most disrupted role in the C-Suite?

Do we need to reset our role to safeguard our future?

Do we have to find ways to reinvent the role and ourselves, for fear of becoming obsolete?

What does the future of the marketing function look like? And where do we fit into that?

ctrl + alt + del

Sarah Roberts — Group CMO — boldyn
Matthew Leopold — Head of Marketing — LexisNexis
Paul Taylor — CMO
Moderated by Jennifer Kauf — Global Head of Marketing & Creative — FIRST

1st workgroup

The Schedule

0940-1020	Panel 1
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option 1 — Optimus primed.
How can marketing help sell the vision internally, when our orgs are going through a period of transformation? How do I prime the team to keep operating optimally when all this change is going on?
Paul Taylor — CMO

option 2 — Walk, don't run.
Are we too focussed on short-term lead-generation versus our long-term marketing strategy? How do we differentiate between immediate prospects and overall purpose?
Matthew Leopold — Head of Marketing — LexisNexis

option 3 — The Go-to-Go-to.
What is your go-to GTM strategy? Who makes up the golden triangle in your organisation, and is that changing?
Clair Bush — Fractional CMO — grayscale

option 4 — Right, left, right.
How can we mobilise our troops differently? When the board's requests go against the team's desired strategy, can we deliver at the front line but also do the sneaky background work?
Sally Croft — VP of Global Marketing — AMADEUS

option 5 — AI AI captain.
Will AI-generated content stop us from connecting with humans, as humans? Will AI cause our profession to sink, or is the promised gold only fabled?
Angus Vause — Sales & Marketing Director — TATA

option 6 — Gen Zed, free speech is dead.
Does the new age of cancel culture force us to tailor our messaging to appease multi-generations? Do we have to start changing the way we talk to both consumers and colleagues?
Mhari Coxon — Group Head of Marketing

2nd workgroup

The Schedule

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1020-1110	Workgroups 1
1110-1130	Round-ups
1130-1150	Break
1150-1240	Workgroups 2
1240-1300	Round-ups
1300-1350	Lunch
1350-1430	Panel 2
1430-1520	Workgroups 3
1520-1540	Round-ups
1540-1600	Break
1600-1640	Panel 3
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option 1 — I'm not a wizard, Harry.
How can I be left to do my job effectively, when stakeholders lack an understanding of what they've employed me to do?
Graham Wylie — Former CMO — activpayroll

option 2 — Friend or faux?
Is AI the new creative superpower? Can we use it to help leverage and fuel creative work within marketing? And are the AI created campaigns popping or flopping?
Nora Zukauskaite — Integrated Marketing Director UK and EU — TikTok Shop

option 3 — Sack sales.
Are the sales team just the barrow-boys bullying someone into buying the product at a particular point in time, with no focus on customer buying decisions or retention?
Paul Afshar — CMO — paybis

option 4 — I want to break free.
Is career diversity good or bad, and how do you get it? Do our early career decisions effect our entire professional path? Can we break free from the reputation we've built in X field, and move elsewhere?
Sarah Roberts — Group CMO — boldyn

option 5 — Like jelly on a dartboard.
How can we best track our pipeline/conversion across the sales teams? Are there meaningful ways of tracking or will it forever remain like nailing jelly to a dartboard?
David Keene — Former CMO — wipro

Panel 2

Easing you back in from lunch with our second panel session. Wakey wakey.

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How to say no to the CEO?

When I don't agree with my CEO, should I just suck it up, or stand my ground?

And how can I deal with "commands" from the CEO that I know will result in failure?

When it boils down to the greater good of the company, which hills do I die on?

David Keene — Former CMO, Europe — wipro
Toni Allen — Chief Engagement & Growth Officer — IET
Graham Wylie — Former CMO — activpayroll
Moderated by Paul Afshar — CMO — paybis

3rd workgroup

The Schedule

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option 1 — pivot. PIVOT.
How as marketers, should we handle a re-direction from the agreed strategy when instructed to pivot by the C-suite?
Jeremy Laight — Fractional CMO — nomi

option 2 — Squeeze every drop.
Marketers often chase the "next big thing" to drive growth; innovation, a big campaign, packaging relaunch. But that only comes once in a while. What small steps can our teams take to drive more incremental growth for our brands, every day?
Ewa Moxham — Head of Marketing — Yoplait

option 3 — Don't play with the CPA.
Are we getting cocky and making the mistake of reducing our CPA? If there's budget, should we spend it for the sake of business sustainability?
Christian Matenaers — Marketing Director — zoro

option 4 — Beyond the buzz.
What AI usage is actually driving results for CMOs right now? How do you cut through the gimmicks and dressed-up noise, and unpack what genuinely shifts the dial?
Anna Munkenberg Fecci — Former CMO — viaplay

option 5 — Fake it till you make it.
How do other CMOs manage their imposter syndrome? How do you juggle the leadership, and get comfortable with not knowing everything?
Tricia Rogers — Head of Marketing — shieldpay

option 6 — Konnichi-how?
How do I meaningfully engage with audiences across the globe and connect with all these consumers who have different expectations of my brand? Hello! Hola! Nǐ hǎo! Namaste! Marhaban!
Gordana Buccisano — Global Brands Strategy Director — reckitt

Panel 3

Wrapping up the day with our final panel session.

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The Professional Confessional.

We've all said the wrong thing, made poor judgement or felt like we want the ground to swallow us up.

So, in this final session, CMOs share their "what was I thinking?" moments and career mishaps; the good, the bad, and the funny.

This isn't just story time for our panellists, this is an open mic for everyone! So, bring your worst and leave a little lighter.

Workgroup is Chatham House, so let's make the most of it.

Ewa Moxham — Head of Marketing — Yoplait
David Enwright — Marketing Director — Post Office
Sally Croft — VP of Global Marketing — AMADEUS
Moderated by Hannah Parsons — Director Workgroup CMO — workgroup

Get involved!

Email me here!

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Zenia Petsa — Director of Workgroup CXO
Kayleigh Armitage — Head of Brand & Creative
Peter Daniels — Founder & Director of Workgroup Legal
Charlotte Hudson — Director of Operations
Nicola Berlin — Director of Workgroup Legal North

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Where the elephant in the room is always invited

workgroup exists for in-house professionals who do big jobs in isolating roles.

We bring them together to share openly, listen deeply, and leave feeling more connected; to their peers and their own purpose.

This event is one of many. We run our format across Legal, HR, Finance, Marketing and more.

Find your workgroup
Find your herd.

Bundy Dunn — Director of Workgroup
Shakira Peronet — Director of Workgroup HR
Clair Dunn — Director of Workgroup HR
Hannah Parsons — Director of Workgroup CMO