workgroup

THU 14TH MAY
LONDON
MINISTRY







JODY BASTILE — HEAD OF COMMUNITIES @ KPMG

TAYLOR PEELE — HEAD OF COMMUNITIES @ Infotrack

ANTHONY LEEU — HEAD OF COMMUNITIES @ LEGALVISION

MARIA WINN — ACCOUNT MANAGER @ mible

DAVID EMMERICHT — HEAD OF BRAND, COMMUNICATIONS AND COMMUNITIES @ STEPZ

VICKY GARD — MARKETING MANAGER @ Pure Well

TONY MILLER — DIRECTOR @ DirectOne Group

DANIELLE TOULLEC — CHIEF MARKETING OFFICER @ erevena

group therapy FOR CMOs

IN PARTNERSHIP WITH — AMMUNITION

workgroup group therapy FOR CMOs

How does it work?

"Workgroup" isn't just our namesake, it's the main format of the day. Workgroups are discussion groups run by you - the CMOs.

The day alternates between these closed-door group discussions, and full-audience panels tackling the juiciest topics in Marketing leadership.

WORKGROUPS

A workgroup is a 50-min chat-fest discussion group of up to 10 CMOs, hosted by a handful of workgroups, each with 5 options to choose from.

PANELS

Panels are where we discuss the spiciest and scariest topics in the CMO world, with the whole full audience involvement. There are 3 panels over the course of the day.

Previous Guests attendees include:



Plus many more

Schedule

09:00-09:30	REGISTRATION
09:40-10:20	FIRST PANEL
10:20-11:10	FIRST WORKGROUP
11:10-11:30	ROUND-UPS
11:30-11:50	BREAK
11:50-12:40	SECOND WORKGROUP
12:40-13:00	ROUND-UPS
13:00-13:50	LUNCH
13:50-14:30	SECOND PANEL
14:30-15:20	THIRD WORKGROUP
15:20-15:40	ROUND-UPS
15:40-16:00	BREAK
16:00-16:40	THIRD PANEL
16:40-18:00	DRINKS

09:40 FIRST PANEL

workgroup × AMMUNITION

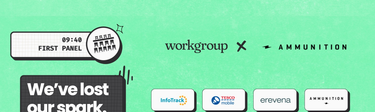
We've lost our spark.

Am I the problem? Am I the dinosaur? Am I too safe, too lazy? Where's the risk, the love, the hate, the spice?

How do I instil in my team that risk-and-repeat won't cut it, copying those other guys won't cut it, same-ol' influencer marketing won't cut it.

How can I inspire my creatives and marketers to dream scary, and give myself a good talking-to too?

How can we put our creative thinking hats back on?



MODERATOR

TAYLOR PEELE — HEAD OF MARKETING @ Infotrack

DAVID EMMERICHT — HEAD OF BRAND, COMMUNICATIONS AND COMMUNITIES @ STEPZ

DANIELLE TOULLEC — CHIEF MARKETING OFFICER @ erevena

RENAVE EVANGELOU — GLOBAL CEO @ AMMUNITION AGENCY

10:20 FIRST WORKGROUP

pick your first workgroup

NO.1 "WHY THE F&%K DO I NEED MARKETING?"

How do you convince a stubborn c-suite that personal branding matters - and then get them to actually do the work?

Taylor Peele — Head of Marketing & Communications @ Infotrack

NO.2 A LITTLE LOVE GOES FAR, A LITTLE HATE GOES FARTHER

Am I ahead or behind the AI curve among CMOs?

And are we only really racing to integrate AI into everything we do, or is innovation, better than traction?

Wheni Cowan — Global Head of Marketing @ Basecamp

NO.3 BELIEVE IN THE BEANS.

How do other CMOs get their teams to believe that what you're they convincing leadership to believe in the magic beans of long-term, not just short-term performance?

Tony Miller — Chief Marketing Officer @ DirectOne Group

NO.4 BRICK BY BRICK.

How do you bring scientists to life in the world they build?"

When a brand and marketing platform has been built from scratch, how do you keep it fresh, how do you refresh without being seen as the demolisher?

Bernadette La Haultaine — Chief Marketing Officer @ Lovehoney

NO.5 THIS TIME BABY I'LL BE... PROFESSIONAL.

To what extent can I, as CMO, future-proof the business? Can I proactively offer a bigger and better picture that won't be unpicked each year?

Toni Allen — Chief Engagement & Impact Officer @ IET

11:50 SECOND WORKGROUP

pick your second workgroup

NO.1 FOLLOW THE LEADER.

Do I have to be the best leader? Stakeholders, team, clients all want different things from me.

As CMO, how can I deliver, lead, and be myself, and not end up trying to be been employed to do?

Claire Nash — Director Marketing, UK & Europe @ Credit Karma

NO.2 LUMBERJACK.

How are you cutting your budgets? What are you protect first, and what gets the axe? Where is the marketing investment prioritised - people, tech, creative or media?

David Enwright — Head of Brand, Communications & Communications @ STEPZ

NO.3 CHAO-SAUSAGE.

Is the CMO role heading into extinction? Or is all this AI-driven change actually a case of scaremongering nonsense?

Has anything in the industry fundamentally changed?

Paul Archer — Chief Marketing Officer @ payble

NO.4 IS A 'DIGITALLY CAREER WHOLE'?

Do we have to find ways to reinvent ourselves as CMOs, for the digital-native world? Who's found themselves sitting on and getting start-up experience to stay relevant?

Ingrid Stevens — Brand and Marketing Director @ ZEGO

NO.5 FOLLOW THE MONEY BRUCE WAR.

How are other marketing leaders creating real pipeline and revenue impact, and then deciding when the journey refuses to behave?

Chris Wilkinson — Chief Marketing Officer @ Commsor

13:50 SECOND PANEL

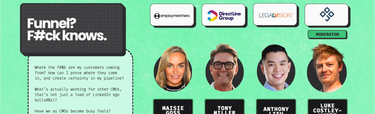
workgroup ×

Funnel? F#ck knows.

Where the F#%k are my customers coming from? How can I prove where they came in, and create certainty in my pipeline?

What's actually working for other CMOs, that's not just a load of LinkedIn ego bollocks?

How we as CMOs become busy fools? Where we're doing all the things, but not adding the some got tells we always did?



MODERATOR

MAISIE OCKLEY — VP OF MARKETING @ employmentmeans

TONY MILLER — CHIEF MARKETING OFFICER @ DirectOne Group

ANTHONY LEEU — HEAD OF MARKETING @ LEGALVISION

LUKE CASTLEY-WHITE — FOUNDING GROWTH COACH @

14:30 THIRD WORKGROUP

pick your third workgroup

NO.1 HAVE YOU MAKE A TIN OF TUNA SCOFF

How can we levy up the marketing skills that our CMOs call their product or service when it can't grab a headline or woo an investor?

Vishal Naik — International Marketing Director @ PayTabs

NO.2 THE NOT-SO-SECRET AGENT

How are you using AI beyond content creation?

What agentic tasks can we set AI to do that will have the biggest business thinking?

Maria Winn — Global Marketing Officer @ mible

NO.3 WHAT'S A 30% CHANCE IT'S ALREADY WAYING.

How do other CMOs generate pipeline when times are gloomy? Do you double down on current customers, or force the sun to shine and begin chasing new business?

Andrea Lisabrunn — Chief Marketing Officer @ Commsor

NO.4 QUICK LIKE A BUCK.

Do you think like an owner or an employee? Does thinking like an owner help or hinder the marketing function? If this was my actual bank account, would I still run the campaign?

Derek Nelets — Chief Marketing Officer @ Mosaic

NO.5 YOU'RE GONNA BE POPULAR

When you're inherited a broken, or expensive marketing function, how do you win back trust, start processes from scratch, and make the business believe that it's not a dumpster fire all over again?

Josh Bastin — Head of Marketing @ KPMG

16:00 THIRD PANEL

FANCY RUNNING THIS PANEL? LET'S TALK PARTNERSHIP!
hannah@workgroup-events.com

Professional Confessional 2.0.

Does that one thing you did once you were a junior marketeer still haunt you?

Did you recently manage a crisis of your own creation?

Unburden yourself and share freely in our professional confessional 2.0, where your secrets are safe, and there is a judgement free zone amongst cocktails and chatham house rules.



MODERATOR

INGRID SIENRA — BRAND AND MARKETING DIRECTOR @ ZEGO

PAUL AFSHAR — CHIEF MARKETING OFFICER @ payble

MARIA WINN — GLOBAL MARKETING OFFICER @ mible

HANNAH PARSONS — FOUNDER OF WORKGROUP INC

YOU!

WE DON'T JUDGE (CONFESSIONS)

group therapy FOR CMOs

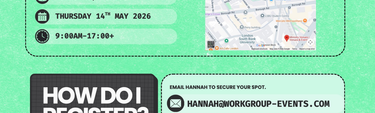
IN PARTNERSHIP WITH

WHERE IS IT?

MINISTRY, BOROUGH

THURSDAY 14TH MAY 2026

9:00AM-17:00+



HOW DO I REGISTER?

EMAIL HANNAH TO SECURE YOUR SPOT.

HANNAH@WORKGROUP-EVENTS.COM

Please note - applications from those who do not lead an in-house Marketing team will be rejected.

"Group therapy for CMOs." A whole event, for CMOs, run by CMOs?! Pretty mu...

Like — Share

Hannah Parsons
Event-maker for CMOs