

Resilient marketing: driving business performance and long-term success

A CIM & Henley Business School Collaboration

08 October 2024 – Henley Business School

Times	Agenda Item
From 12:30	
13:15 – 13:30	Welcome & introductions plus overview of the afternoon
13:30 – 14:15	<p>Driving transformative change and building the marketing team of the future</p> <p>Over the past 12 months 46% of marketers experienced a new team structure. Driven by board-level pressures CMOs are looking to address skills gaps; more effectively action new market trends; whilst navigating the pace and complexity of customer engagement.</p> <p>With more insight and data than ever before, many are battling to make change happen and building effective marketing teams for the future.</p> <p>The session will also provide insights into CIM’s new Global Professional Marketing Framework and how it can help CMOs develop long-term talent and learning strategies to navigate these challenges.</p>
14:15 – 15:00	<p>The role of the CMO</p> <p>In today’s dynamic business landscape, CMOs are increasingly expected to deliver exceptional results with shrinking budgets and leaner teams.</p> <p>But how does the CMO truly impact the company’s bottom line, and what do non-marketing leaders like FDs really think about marketing?</p> <p>This engaging, practical panel takes a deep dive into the relevance of the CMO role, explore strategies for doing more with less, optimising ROI, effectively measuring brand impact, and what marketers need to understand about other business functions to drive success.</p>
15:00 – 15:15	Coffee and networking

Times	Agenda Item
15:15 – 16:00	<p>The reputation of marketing</p> <p>Sometimes jokingly referred to as the ‘colouring-in department’, our panel explores how marketing can demonstrate its value in driving business growth and long-term performance as well as influence strategic decisions, and thus be taken seriously!</p> <p>Our experts debate how to gain internal buy-in, enhance marketing’s credibility as a professional discipline in business and communicate its impact to the bottom line.</p> <p>Importantly, learn how to confidently lead and empower teams, thus securing high-level engagement at board level.</p>
16:00 – 16:30	<p>Make data your super power</p> <p>Data is more than just numbers on a spreadsheet—it's a powerful tool that can drive strategic decisions, optimise marketing campaigns and demonstrate tangible ROI. However, for many, the world of data and analytics can seem daunting.</p> <p>Our industry experts share their experiences, tips and strategies for harnessing the power of data - exploring how it can become a marketer’s best friend, while discussing the balance between data-driven strategies and maintaining strong brand identity.</p>
16:30 – 16:45	<p>Coffee and networking</p>
16:45 – 17:15	<p>Unlocking your marketing potential: How Non-Executive Director, Governor and Trustee roles can propel your career</p> <p>Sam Lee, Non-Executive Director & Trustee, Kate Hamilton, Non-Executive Director and Nicky Parker, Director of Bang Consulting & school Governor will share how their roles have enhanced their skills and experiences. Learn valuable insights on how you can pursue these types of roles to build knowledge and improve your resilience to deal with challenges.</p>
17:15 – 17:45	<p>Insights into action: A reflective wrap-up</p> <p>Our closing session, hosted by Henley Business School, is an interactive and practical summary of the day’s key conclusions and insights – helping you to internalise the day's learnings and transform them into practical, actionable steps.</p>
17:45 – 18:30	<p>Networking drinks & nibbles</p>