



CIM

The Chartered
Institute of Marketing

AI in action: Empowering your marketing team

20th November 2024

Times	Agenda
From 18:00	Arrival and registration
18:30 – 18:35	Welcome with Ben Grainger
18:35 – 19:05	Microsoft Supriya Dev-Purkaystha – Head of Native Advertising James Murray – International Product Marketing Lead
19:05 – 19:15	Reckitt Gordana Buccisano – Global Brands Media & Comms Strategy Director
19:15 – 19:25	7stars Media Agency Jonathan Harrison – Head of Digital Strategy
19:25 – 19:55	Moderated by CIM Panel discussion with all speakers
19:55 – 20:00	Closing statement with Ben Grainger
20:00 – 21:00	Networking and refreshments