

Marketing matters in the 'new normal'

Adding value to the bottom line

With face-to-face
networking online



25th PM Forum Annual Conference
Thursday 24 September 2020 – Online

This year, we're
going virtual!

2020 has been an extraordinary year.

Personally and professionally few of us will have seen anything like it. The implications of the current situation are far reaching and will continue for years to come.

That said there has never been a more important time for effective marketing.

Communication is key.

A strong brand is essential.

Acting as a trusted advisor to management, crucial.

Being the voice of the client, invaluable.

Post-lockdown research of CEOs and leadership teams showed that, while leaders do recognise the potential of marketing, they are not currently making full use of it.

So it is up to marketers to demonstrate their value. From being strategic to being down-to-earth, from representing clients to being a best friend to the partners. And some organisations are being transformed by this transition.

This year's virtual conference aims to give members a day of practical and inspirational presentations, equipping you in the 'new normal' to start showing how and where you have a significant part to play in the success of your business.

Marketing matters and we all have a role to play in the success of our firms – now more than ever.

9.00

Breakfast networking

9.15

Chair's introduction

Nadia Cristina, PM Forum

9.25

Who wants to be a trusted advisor?

Rippan Vig, Watson Farley & Williams

Becoming a trusted advisor is not just the holy grail for partners, it's the holy grail for marketers too. Can we practice what we preach and shift from being perceived as a dispensable service to an integral function embedded in the fabric of our organisations?

In this keynote, Rippan will discuss the power of adopting a strategic approach to address the perception and position of marketers in professional services, what added value really means and how to deliver it to elevate marketing from service to business partner.

10.05

Networking pause

Meet other attendees just like in real life but from the comfort of your own desk, via Remo, a new interactive conference platform.

10.20

Building client value with account-based marketing

Bev Burgess

ABM delivers a higher return on investment than any other form of B2B marketing. But how does this technique, which came out of the tech sector, work in professional services? What are the unique challenges you will face in building a programme, and how have others overcome them?

In this session, Bev will share what you can expect from a successful ABM programme and how to design and execute the right programme for your firm.

11.00

Networking pause

11.20

Moving marketing up the value chain

Lucy Birch, David Nelson and Maria Jennings, PwC

Getting buy-in and recognition from your stakeholders that marketing can be a significant driver of value requires a data-led and outcomes-focused approach. To raise marketing up the commercial agenda, Lucy, David and Maria had to transform both the approach to campaigns, and the way in which they engaged the business.

In this session, they will explore two campaigns, both of which used data to continually refine and improve the value and impact realised during the campaign lifecycle.

12.00

Morning break-out sessions

Choose one of the following: Either stay in the 'main hall' for the Overview option, or select one of the five workshops (for in-house marketers/BD only).

Overview

Ov

ROI – more than just a calculation

**Richard Crook,
Charles Russell
Speechlys**

Getting approval for your ambitious marketing initiatives from non-marketers, for example FDs and CEOs, is never easy. Adopting the language of finance, specifically by calculating the 'Return on Investment' (ROI) and 'Internal Rate of Return' (IRR) on an initiative, should improve your success rate.

Richard will be explaining how to:

- use both these metrics when presenting alternative projects for approval
- track the gain and costs as a project proceeds
- calculate the final ROI on completion.

Workshops

A

Make your brand stand out

**Bob Mytton,
Mytton Williams**

According to research, strong brands have a four times greater chance to grow market share. The strongest brands are simple, consistent, honest and constantly reinforce their core values.

Based on over 30 years' experience, Bob will explain how to:

- get buy-in from fee-earners and influence stakeholders
- take your existing brand elements and make them work better, ensuring your firm stands out
- make your brand messages coherent, effective across all touch-points and engaging.

B

Thought leadership for strategic impact

**Claire Mason,
Man Bites Dog**

Clients need unique insights to help them navigate an uncertain world. Firms can create demand by sharing ideas that focus on long-term value creation. Use thought leadership to unify your complex firm behind a big idea to build reputation, deepen client relationships and generate revenue.

Claire will teach you how to:

- win attention, and business, from senior decision makers
- generate game changing strategic ideas
- understand the secrets of commercially effective campaigns.

C

The power of communication

Liz Whitaker, Propella Global

Marketing professionals, your time has come. Your partners need you like never before, to show them how to use communications to keep existing clients and win new ones.

Liz will open her secret stash of 30 years of experience to share:

- a simple technique that will instantly translate your work into the language of the business
- ways of making the impersonal, personal
- how to leverage more value from your existing marketing communications.

D

Client feedback programmes

Claire Rason, Client Talk

At the heart of every client feedback programme is a conversation. But the ability to listen is a skill that is often overlooked and taken for granted. We need to discover who listens in our organisations and equip them with better skills.

Claire will look at:

- how to actively listen to our clients
- how mindsets stop us acting on what we hear
- how to develop a strategy from the results – and use it to generate growth.

E

A value-first social media strategy

Bram Vanoirbeek, The Thing about Digital

Only social media behaviour that adds value for contacts raises brand awareness and credibility.

In this session, Bram will discuss the essential elements of a value-first social media approach, including:

- aligning your social media strategy to your business objectives
- building a multi-levelled social media approach
- looking more closely at LinkedIn's algorithm.

13.00

Lunchtime break or networking

14.00

The art of influence and the power of persuasion

Michael Fleming, Kissing with Confidence

In business development related roles in the challenging, competitive, hierarchical environment of professional services firms, it's vital that you can persuade and influence time-poor partners and a wide variety of other stakeholders.

- Using the big 'Factors of Influence': likeability, reciprocity, social proof
- Flexing your style for best effect with a wide range of behavioural styles
- It's not just all about logic: emotional connection matters
- Why you must think like an optimist (they out-persuade pessimists)

14.40

Afternoon break-out sessions

Another choice to be made. Either stay in the 'main hall' for the Overview option or, for in-house marketers/BD only, select from the same list of workshops as in the morning (see previous pages).

Overview

Create an award-winning marketing campaign

Sharon Collins, BDO

What is it that turns a marketing campaign into an award winner? What does it take to engage and 'wow' awards judges as well as the target audience?

It's not an exact science but there are definitely some key elements which are common to outstanding campaigns – and Sharon has the experience to know what these are. This session will look at:

- establishing clear objectives
- defining a target audience
- creating amazing content
- measure, measure and measure!

Workshops

A Make your brand stand out

Bob Mytton, Mytton Williams

B Thought leadership for strategic impact

Claire Mason, Man Bites Dog

C The power of communication

Liz Whitaker, Propella Global

D Client feedback programmes

Claire Rason, Client Talk

E A value-first social media strategy

Bram Vanoirbeek, The Thing about Digital

15.40

Networking pause

16.00

Client panel

Be bold – driving a client focused agenda with valuable communications

Moderator: Amit Champaneri, PwC, plus a panel of clients

Now more than ever, marketers have to demonstrate both expertise and knowledge to influence the business on more valuable campaigns and client relationships. What are the key elements to transition from reactive to proactive and to greater understand client needs and anticipate them better by bringing in collaborative insight directly? We will hear an industry perspective on how you can be both bold and impactful.

16.40

Chair's closing remarks

16.45

Networking

17.45

Close

This conference will be run on a new interactive conference platform called Remo, with close to real-life networking:

“After spending long days on video calls, it is hugely refreshing to have the Remo visual layout with the opportunity to connect in small groups and then come back together for the main sessions.”

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Who's who

Lucy Birch

Lucy is Marketing and Brand Director at PwC. An experienced marketing and communications professional, she has a passion for delivering great on and offline experiences. She has worked across both b2b and b2c, in professional services, public sector, automotive, retail, mobile, tech and digital.

Bev Burgess

Bev has spent 30 years marketing business services. She is the author of three books, including *A Practitioner's Guide to ABM* (Kogan Page, 2017), and *Executive Engagement Strategies*, (Kogan Page, 2020). She is passionate about the role of marketing in building sustainable business value.

Amit Champaneri

Amit is a Senior Business Development and Marketing professional with experience in many sectors, service lines and key account management. He is currently a Senior Manager – Transport & Logistics and Hospitality & Leisure at PwC and a Committee Member at PM Forum London.

Sharon Collins

Sharon is Head of Sectors at BDO and has 20 years' experience within the built environment, property and professional services. Her marketing campaigns have won, and been shortlisted for, various awards including the CIM Construction Industry Group Awards and the CIM Marketing Excellence Awards.

Nadia Cristina

Nadia is co-founder of the PM Forum and managing editor of *PM* magazine, providing insight and inspiration to marketers in the professions since 1993.

Richard Crook

Richard is Global Head of Business Development at Charles Russell Speechlys. He has worked in the professional services industry for over 20 years, including roles at Drivers Jonas, Deloitte and Savills, and is a chartered member of CIM.

Michael Fleming

A former law firm partner, Michael is training director at Kissing With Confidence. He works with professional services firms, helping to hone BD skills and preparing teams to deliver brilliant pitch presentations. He also helps BD professionals to be more influential and persuasive.

Maria Jennings

Maria is Head of Marketing for the Consulting business at PwC, which includes the co-brand Strategy&. Prior to this she was Head of UK Thought Leadership. Her experience spans many sectors, service lines and international jurisdictions – including two international secondments within the Asia Pacific region.

Claire Mason

Claire is an entrepreneur, NED and founder of multi award-winning thought leadership consultancy Man Bites Dog. With more than 20 years' experience leading global strategic marketing and thought leadership programmes, Claire creates signature global campaigns for the world's smartest organisations.

Bob Mytton

Bob is Creative Director at Mytton Williams, the design agency he set up in 1996. His work has been recognised in many design awards and publications including D&AD and DBA Design Effectiveness, working with clients including KPMG, Addleshaw Goddard, Roysd Withy King, Trethowans and Rabobank.

David Nelson

David is Head of Marketing – UK Deals Practice at PwC, supporting the practice in achieving growth and exceptional client value. He is a finalist for the 'Marketer of the Year' award at the 2020 CIM Marketing Excellence Awards.

Claire Rason

Claire is the founder of Client Talk – a company where strategy meets people. She has worked in leading global and regional law firms and is an accredited coach, holding a postgraduate certificate in Coaching and Behaviour Change.

Bram Vanoirbeek

Bram helps businesses build impactful online marketing strategies. His clients range from tech start-ups to professional services firms. Bram has helped various top law firms build their digital strategy and has trained thousands of fee earners.

Rippan Vig

Rippan is Director of Client & Strategic Development at Watson Farley & Williams, focussing on business strategy, client experience and communications. A former lawyer, she leverages her experience to develop programmes and behaviours which support the firm's brand and strategy.

Liz Whitaker

Liz has 30 years' experience showing professional firms how to win more business, retain and recruit top talent. Everything she knows about what works is shared in her bestselling book, *The Power of Personal – How to Connect, Convince and Create Exceptional Client Relationships*.

Hear from last year's delegates

“As always the must-go-to-event in the professional marketing calendar with a great mix of speakers and delegates to glean insights from.”

“At every conference, at every workshop, in every presentation there is something inspiring.”

“PM Forum put great events together that provide inspirational insight, ideas and pragmatism – it helps us to keep ahead and feel confident in what we are trying to achieve.”

“Fantastic day with hugely engaging speakers and topics which I found relevant to my role in BD.”

“Thanks again for organising the best professional marketer's conference of the year.”

“I always attend these conferences hoping for a practical nugget or two – this time I came back with a handful and, if I am honest, a bit of a renewed sense of purpose.”

“Thought provoking, inspiring and educational! PM Forum events are a must for marketers working for professional services firms.”

“With the line-up of enthralling speakers, I defy anyone who attended not to come away feeling more energised and wanting to do more, better.”

“A great, informative and enjoyable conference – particularly impressed by the energetic speakers.”

“Great platform to engage with our peers and explore new approaches and ways of thinking!”

PM Forum Conference 2020

Thursday 24 September – Online with networking

To book your place on this year's virtual conference, go to:
www.pmforum.co.uk/conference

And don't forget to choose your morning and afternoon break-out sessions

Fee

Prior to 24 July: £245 + VAT (£294)

Thereafter: £295 + VAT (£354)

Substitutes & cancellations

Up to 24 August 2020: Full refund minus £95 (plus VAT) cancellation fee.

No refund after 24 August 2020.

Cancellations must be made in writing. Substitutes are welcome.

PMI reserves the right to cancel with no liability beyond refund of fees paid.

Eligibility

The conference is open solely to members of the PM Forum, worldwide subscribers of *PM* magazine, and members of the Managing Partners' Forum Strategy & Marketing Group.

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