# B2B IGNITE
FROM B2B MARKETING

2 July 2025 London

| Time | Session |
|---|---|
| 08:00 - 09:00 | **How can B2B marketers build commercial strategies that generate revenue, not MQLs?**<br>Breakfast Roundtable hosted by **Propolis** |
| 09:00 - 09:15 | **Welcome to B2B Ignite!**<br>Joel Harrison, *Founder*, **B2B Marketing** |
| 09:15 - 09:50 | **Riding the waves of economic sea change: Why 2025 is your pivotal moment**<br> Richard O'Connor, *CEO*, **B2B Marketing**<br> Susannah Streeter, *Head of Money & Markets,* **Hargreaves Lansdown** *& Former* **BBC News Anchor** |
| 09:50 - 10:25 | **The standard bearers: Meet the marketers leading the way for the future of marketing**<br> Sarah Thomas, *EVP & Group Chief Marketing Officer*, **Capgemini**<br> Gursaran Marjara, *Non Executive Director, Coach & Mentor, Former CMO,* **The Access Group**<br> Susannah Streeter, *Head of Money & Markets,* **Hargreaves Lansdown** *& Former* **BBC News Anchor**<br> Rob Gold, *President,* **dentsu B2B Global + UK&I** |
| 10:25 - 11:00 | **The revenue gap report: Why B2B marketing is falling short on revenue (and how to fix it)**<br> Nick Mason, *Co-Founder & CEO*, **Turtl** |
| 11:00 - 11:25 | Morning networking break |

| | **Enterprise 1**<br>Track 1: New methods and AI | **Enterprise 2**<br>Track 2: Harnessing creativity | **Interact**<br>Track 3: Marketing leadership: What's next? | **Synergy 1**<br>Track 4: Authenticity and brand | **Engage**<br>Track 5: Making data meaningful | **Synergy 2**<br>Skills development workshops | **Integrate 2**<br>Skills development workshops |
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| | **Moderator:** Scott Stockwell, *Strategy & Engagement Expert*, **B2B Marketing** | **Moderator:** Steve Kemish, *Content, Creative & Campaigns Expert*, **B2B Marketing** | **Moderator:** Shane Redding, *Strategy & Evolution Expert*, **B2B Marketing** | **Moderator:** Skip Fidura, *CMO*, **AudiencePoint** | **Moderator:** Karla Wentworth, *Marketing Operations & Technology Expert*, **B2B Marketing** | | |
| 11:25 - 11:55 | **The AI reality: Real B2B use cases that turned ambition into action**<br>Andy Johnson, *Founder & Director of Client Strategy*, Darryl Merkli, *Head of AI Solutions*, **HUT 3** | **Why marketers aren't getting results: The B2B marketing gap**<br>Jade Tambini, *Founder & Marketing Course Leader*, **B2B Jade** | **The art of building powerful proof points and influencing the board**<br>Piero DePaoli, *VP Global Marketing Strategy*, **ServiceNow** | **Why trust is now the most critical commodity in B2B marketing – and how to earn it**<br>Joel Harrison, Founder, **B2B Marketing** | **Beyond MQLs: Rethinking marketing's role in driving revenue**<br>Sharon Forder, *CMO*, **Sana Commerce**, Andy Champion, *SVP International*, **6Sense** | **Workshop: From conflict to cohesion: practical methods for internal collaboration and external alignment**<br>[11:25-12:35]<br>Yeshim Harris, *Freelance Consultant & Trainer, & Senior Research Fellow*, **University of Kent** | **Workshop: Is the buyer journey broken?**<br>[11:25-12:35]<br>Fiona McKenzie, *CEO*, Zoe Brevis *Client Services Director*, **Revere** |

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| | Enterprise 1<br>Track 1: New methods and AI | Enterprise 2<br>Track 2: Harnessing creativity | Interact<br>Track 3: Marketing leadership: What's next? | Synergy 1<br>Track 4: Authenticity and brand | Engage<br>Track 5: Making data meaningful | Synergy 2<br>Skills development workshops | Integrate 2<br>Skills development workshops |
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| 12:05 - 12:35 | Meeting buyers where they're at: Tailoring content to buyer journey using AI<br>TMW Business | Fuelling B2B brand success: Great storytelling with a sprinkle of AI magic<br>Cath Brands, *Chief Marketing & Innovation Officer*, Flintfox | Session TBA<br>Technology Advice | It takes grit! Closing the loop for a 100-year-old industrial powerhouse<br>Adrian Kingwell, Digital Analytics specialist, **Bray Leino**,<br>Tim Eady, *Director – Global Distribution Communications*, **Cummins Inc** | Ignorance is no longer acceptable in digital advertising<br>Paul Collier, *Chief Marketing Officer*, **Funnel Fuel** and guest, Joel Harrison, *Founder*, **B2B Marketing** | Workshop: From conflict to cohesion: practical methods for internal collaboration and external alignment<br>[11:25-12:35]<br>Yeshim Harris, *Freelance Consultant & Trainer, & Senior Research Fellow*, **University of Kent** | Workshop: Is the buyer journey broken?<br>[11:25-12:35]<br>Fiona McKenzie, *CEO*, Zoe Brevis *Client Services Director*, **Revere** |
| 12:45 - 13:15 | The great AI debate: Is AI killing B2B marketing?<br>[12:45-13:30]<br>Featuring debaters from **Bidwells, Cloud Direct, Gamma, Pegasystems, PwC, TCS** | The power of human connection: How to engage customers with a focus on shared values<br>Corinne Doherty, *Director ABM*, **Kyndryl UK & Ireland** | The growth department: The future of B2B sales & marketing integration<br>Claire Mason, *CEO*, **Man Bites Dog**, David Keene, *CMO for Europe*, **Wipro** | Brand to demand: Learning to speak with one voice across functions<br>Chris Bailey, **Ex ServiceNow** | Session TBA | | Lunch and learn: B2B copywriting taster training<br>David McGuire, *Advisor & Coach, B2B Copywriting & Creativity*, **Windhover B2B** |
| 13:15 - 14:15 | Lunch | | | | | | |
| 14:15 - 14:45 | Start small but think big: Transforming professional services with systems thinking (and AI)<br>Ben Lee, *Head of Data & AI*, **Bidwells** | How Workbooks' award-winning campaign pulled the rug out from under its competition<br>Dan Roche, *Chief Marketing Officer*, **Workbooks** | You're not cutting my budget: How to speak finance and take over your budget | Employee centric messaging: When its authentic and when isn't<br>Sophie Bowkett, *Chief Marketing Officer*, **Bird and Bird** | From gut feel to growth: The art of blending data with intuition<br>Emanuela Mafteiu, *Senior Digital Marketing Manager*, Adam Preis, *Director Product Solution Marketing*, **Ping Identity** | Workshop: Developing your personal brand to strengthen relationships<br>Robyn Hartley, *Founder*, **Paperkite Media** | AI search & GEO: The future of SEO in 70 minutes<br>Simon Schnieders, *Founder & CEO*, **Blue Array** |
| 14:55 - 15:25 | Guesswork in, mediocrity out: The critical role of audience insight in AI marketing<br>Nine+Nico with their client Arquiva | Three rules to make data the servant of creativity - not its master! | Beyond representation: Levelling the playing field for women in marketing | Measuring brand marketing: Proving value to the C-suite<br>Benedict Buckland, *Managing Director & Chief Strategy Officer*, **alan. agency** | Data-driven personalisation 101: What to focus on and what to forget<br>Imran Perez, *Global Head of Event Marketing*, **WP Engine** | | |

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| 15:25 - 15:50 | Afternoon networking break |
| 15:50 - 16:10 | **Behind the marketing curtain: The messy truth we're all pretending doesn't exist**<br><br>Karla Wentworth, *CSO*, **Intermedia Global Ltd.** |
| 16:10 - 16:20 | **The World Cup of B2B Bullsh*t 2025**<br><br>David McGuire, *Advisor and Coach, B2B Copywriting and Creativity,* **Windhover B2B** |
| 16:20 - 17:00 | **Closing Keynote**<br><br>Lowri Morgan, *Presenter*, **Endurance Adventurer & Athlete** |
| 17:00 - 18:00 | Networking drinks reception |