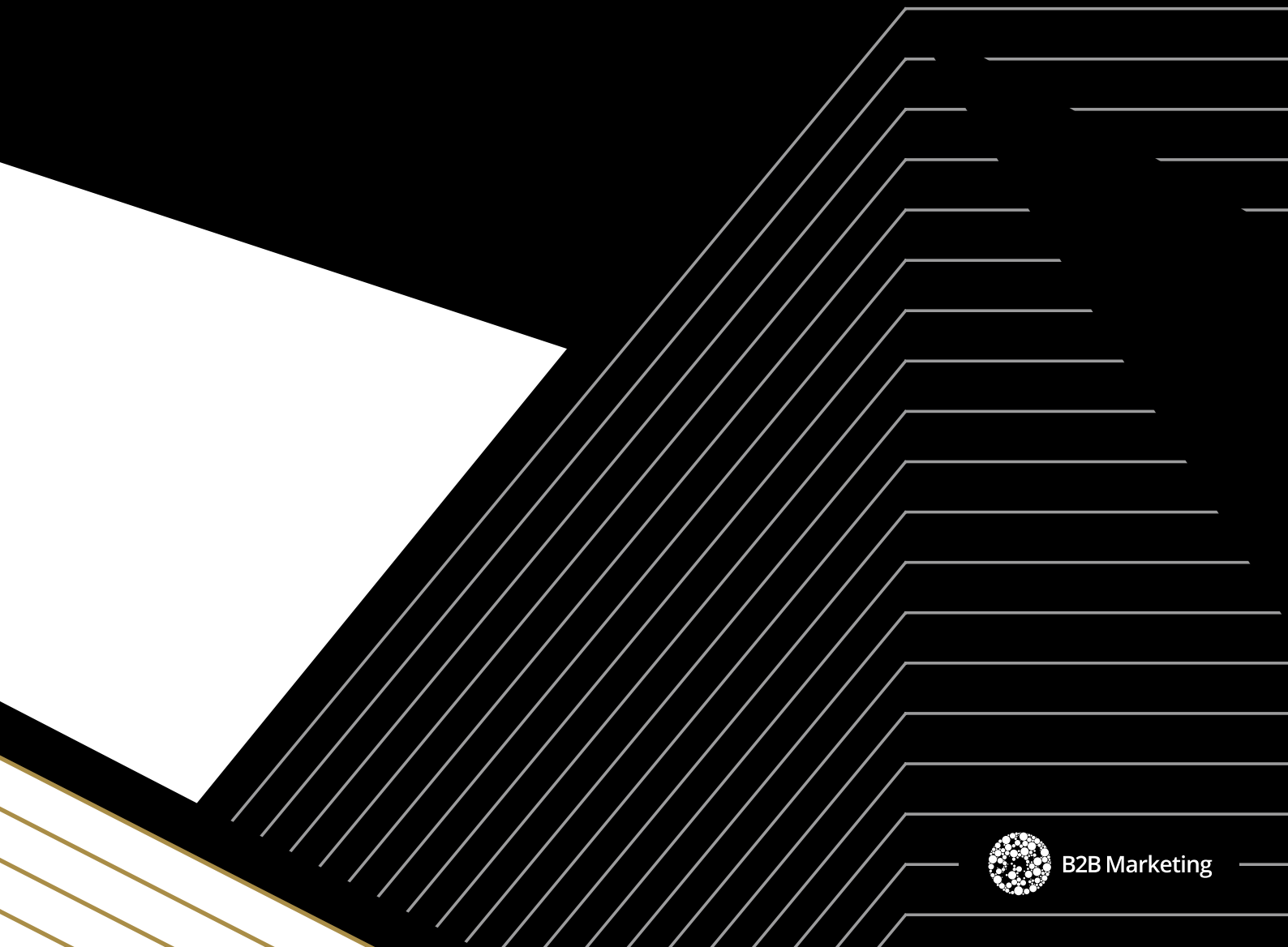
Notes from the

B2B Leaders Forum 2016



B2B Marketing

KEYNOTE 1

From CMO to CEO – Getting to the top

Presented by
Phil Jones MBE, MD, Brother

How to engage CEOs

- Remember to think TAT: time, attention and trust. CEOs are time prioritised, not time poor.
- Follow a three-step action plan:

① Preparation: behave like the CIA by using social media to investigate, research and understand the CEO's passions and interests.

② Personalisation: understand the difference between information and intelligence (intelligence is the information that no one else knows).

③ Application: which tactics will you use to gain attention and build trust? Don't use the word 'we' in your outbound marketing: it sounds cold and depersonalised. And avoid stunts – they don't tend to work.

Personalised video cards are a really powerful way of reaching prospects. Remember to include comment from your CMO/CEO at the beginning; it'll add instant credibility.

From CMO to CEO in 8 steps

1. Follow the 'two up, two down rule': make sure you know what's on the agenda of the two positions above as well as the two positions below.
2. Know the numbers: not just marketing figures, but the wider company's numbers.
3. Success is all about correcting the mistakes you've made – it's about being flawsome before you can become truly awesome!
4. Get out more to create credibility – meet customers, tag along with your best salespeople and network at as many events as possible. This will build credibility.
5. Network more internally – the CFO, CIO and sales director are key internal influencers, so make sure you've built up great relationships with them. Who's going to be your champion as you attempt to move up to the top?
6. Develop yourself: go on courses and consider new ways of looking at challenging issues.
7. Keep learning: this means asking for regular feedback, appraising your business processes and making sure you have a contingency plan built into any new campaign or strategy.
8. TWA: turn your thoughts and words into actions. Successful people action what they talk about doing.

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How to be an agent of change: *B2B Leaders Report 2016*

Presented by
Joel Harrison, editor-in-chief, B2B Marketing

- A third of marketers are experiencing significant change in their organisations either 'constantly' or 'every six months'.
- Some 83% of marketers see change as either 'mostly positive' in terms of its impact on marketing or 'just as likely' to be positive as negative.
- Some 77% of leaders say they're good at adapting to change, but only 66% believe they're good at driving change.
- The top qualities of change-making organisations are: clear leadership from the top, communication of reasons for change across the business, and definitive goals and timelines.
- Leaders who are able to drive change effectively are:
  - Supportive
  - Positive
  - Authentic
  - Pragmatic and flexible
  - Clear and consistent.



Click here to download the full report: *Leaders Report 2016: Agents of change*

"You need to demonstrate understanding and compassion – change is always about people, many of whom feel insecure, as much as it is about process and financials"

"Agents of change need to lead from the front with enthusiasm and clear commitment"

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PANEL DISCUSSION

Are millennials really so different from you and me?

Moderator
Jess Pike, editor, B2B Marketing

Panellists
Zoe Lowther, Platts
Anna Harry, Experian
Toby West, formerly Thomson Reuters
Simon Robinson, Oracle

How should millennials be defined?

- The term is often seen as derogatory and reductive, but do leaders find it in any way useful? Some agree that it does at least highlight the fact that senior business people need to adapt to a new generation coming up the ranks.
- There are, however, certain recognisable traits. Millennials:
  - Are aged between 20 and mid-30s
  - Are more digitally savvy
  - Have higher levels of education
  - Are used to accessing information straight away
  - Often join the workforce with more knowledge
  - Can be quickly disengaged.
- Leaders need to set clear expectations and paths for progression: millennials want to develop their careers quickly.
- The fact they move jobs more often isn't necessarily a common trait, but is symptomatic of the changing modern workforce – even senior leaders now tend to move more frequently.
- 'Generation rent' also means younger people can relocate more easily if they want to.
- Strong leadership is crucial: don't manage them, lead them, and enable them to work in the way that works best for them.

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#VOOM – The power of gamification in B2B

Presented by
Scott Wilkinson, head of #VOOM, Virgin Media Business

- While Virgin Media Business has been around for a few years, it started to target the SME market in 2014, following a buy-out by Liberty Global. This meant it had to suddenly produce an 'eye-watering' amount of growth, gain super-high brand awareness and become a key challenger – but how could this be achieved?
- The decision was taken to 'super charge' the existing 'Pitch to Rich' campaign, and transform it into #VOOM: the UK and Ireland's biggest and most valuable pitch competition.
- There are three reasons the campaign worked:
  - Demand for the solution
  - An efficient system of marketing
  - Inhouse creative execution.

Scott's advice

- "Reconsider ATL channels such as TV and radio: they can help to create absolute brand awareness."
- "Have another look at TV in particular, because it would work for more B2B organisations than we realise."
- "Agencies are not the answer – if we rely on agencies to tell us what our vision should be, we're not going to get optimum results."
- "The key to developing a successful campaign such as #VOOM is being single-minded."

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Disrupt yourself

Presented by
Thomas Power, Electric Dog

- Social media isn't just about you – as a senior leader, having a social presence is also useful for impressing and engaging colleagues. A simple 'like' of one of your team member's tweets can have a big impact.
- Social media's forced us to move from an institutional way of thinking to a networked way of thinking: online you can't have a closed outlook and you have to be prepared for a great muddle of data.
- Remember to be authentic on social: use it to support and promote your audience, not just yourself. Try to also link your offline and online worlds as much as possible.
- Getting an entire executive board on board with social will take a minimum of three years; unsurprisingly, it'll require a whole new way of thinking.
- "Where there's mystery there's margin": Alan Sugar's saying sums up the world of Silicon Valley technology. But while lots of social tools are difficult to master, the gains can be outstanding.
- Prioritise community-building over commerce: before you attempt to sell to someone make sure they feel part of your community or network. People are desperate to be a part of communities – your brand can provide this, but you have to offer something people can latch on to.

Prioritise community-building over commerce: before you attempt to sell to someone make sure they feel part of your community or network.

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About B2B Leaders

B2B Marketing

The B2B Leaders programme is a network of the most senior figures in the B2B marketing space, from heads of marketing to global CMOs of leading brands.

Members benefit from a unique and invaluable opportunity to regularly network and collaborate with senior-level peers, share insights and discuss strategic challenges.

Membership is by invitation only, and includes:

- Annual Leaders Forum ticket, the only B2B marketing leader's event of its kind.
- Regular roundtables, focused on key marketing leadership topics.
- Monthly roundtable findings reports.
- Annual *B2B Leaders Report,* with key research data and insights.

The B2B Leaders programme counts senior marketing names in Deloitte, Oracle, Atos, Dell, HSBC, KPMG and Adobe among its members, all sharing ideas on topics ranging from team development to board interaction.

To register your interest in the programme call +44 (0)20 7014 4920

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