
Delegate Information Pack
New threats.
New opportunities.
B2B's pivotal moment.
B2B IGNITE
FROM B2B MARKETING
2 July
2025
London
b2bignite.net

B2B isn't standing still - and neither should you.

As a B2B marketer, you've never faced so many threats – and opportunities – as you do right now.

New buyer behaviours. The explosion of AI. Fresh competition and demands. Economic unrest. You need to act, or be left behind – but how can you make confident decisions when the B2B landscape is fracturing under your feet?

B2B Ignite will give you that clarity.

Join us on 2 July 2025 at Convene, 133 Houndsditch, London, for exclusive research, no-holds-barred case studies, and hands-on workshops, all providing practical advice that's relevant to you and your team.





70+
B2B innovators

6
content tracks

500+
B2B marketers

220+
leading B2B brands

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Connect with marketers from some of the biggest brands in B2B



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B2B Ignite Keynote Address

Riding the waves of economic sea change: Why 2025 is your pivotal moment

2025 is the pivotal moment for B2B marketers, as the entire industry is hurtling towards a fork in the road, with no time to ponder a decision.

At the end of one path lies a world in which marketing is a respected, commercial engine, and a valued voice in the big decisions that will shape the future of our businesses. At the end of the other path lies a world in which our influence fades into terminal decline, and we live out our days on a reactive task wheel until the last human marketers leave the building. This isn't just bad news for the discipline of marketing; it's bad news for our careers. If marketers fail to take the right path, we'll never been seen as invaluable commercial partners, and we'll limit our own professional advancement.

In this keynote session, the *CEO* of **B2B Marketing**, **Richard O'Connor**, will be joined by *finance and markets expert* and *former* **BBC News anchor**, **Susannah Streeter**. Drawing on their combined expertise of recent world economic affairs and developments in audience behaviour, this session will provide a unique look at:

- How recent political and economic shifts have affected businesses in the UK and US, and what this has meant for investors and boards controlling budgets.
- How this has impacted the perception of marketing from the board.
- How fundamental changes to buyer behaviour in the past five years have affected traditional approaches to marketing.
- How and why B2B marketers need to re-invent themselves if they're to take charge of their futures.

This session is an absolute must for every B2B marketer at any level. This is the single biggest challenge we face as a profession. Only by understanding the scale and cause can we overcome this and become world-class marketing teams central to business strategy.



Richard O'Connor
CEO
B2B Marketing



Susannah Streeter
Head of Money & Markets, **Hargreaves Lansdown**, *& Former* **BBC News Anchor**

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B2B Ignite Keynote Panel Discussion

The standard bearers: Meet the marketers leading the way for the future of marketing

2025 is the critical moment for B2B marketers. We have a once-in-a-lifetime to opportunity to step up, speak up and become the commercial powerhouses we have the potential to become. Alternatively, we could miss the moment, and be formally anointed as the 'pens, PowerPoints and parties' department. So, how do we grasp the moment and become true commercial marketers?

As with all things, it helps to know what a great commercial marketer looks like to set the standard for all of us.

This panel will share:

- The fundamental skills that commercial marketers need to build trust and influence in their organisations and drive measurable business impact.
- The challenges that often get in the way of becoming a commercial marketer, and how to start tackling these.
- How these specific individuals have transformed marketing in their organisations.

Keynote Sponsor: dentsu B2B

This is your opportunity to hear from industry-leading B2B marketers – marketers who have reshaped their teams to focus sharply on business growth, hold significant influence over the company's strategic direction—and consistently deliver standout creative and the results to boot.



Sarah Thomas
EVP & Group Chief Marketing Officer
Capgemini



Susannah Streeter
Head of Money & Markets, Hargreaves Lansdown*, & Former* BBC News Anchor



Gursaran Marjara
Non Executive Director, Coach & Mentor, Former CMO,
The Access Group



Rob Gold
President
dentsu B2B Global + UK&I

Moderator:
Shane Redding *Propolis Strategy & Evolution Expert*, B2B Marketing

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B2B Ignite gives you the clarity to make confident decisions in uncertain times

Hear from the B2B marketers who have consistently delivered standout results; those who have reshaped their teams to focus sharply on business growth - and in turn hold significant influence over their company's strategic direction.

SESSION HIGHLIGHTS

The AI Reality: Real B2B use cases that turned ambition into action

Andy Johnson
Founder and Head of Client Strategy



Darryl Merkli
Head of AI
HUT 3



The power of human connection: How to engage customers with a focus on shared values

Corinne Doherty
Director ABM,
Kyndryl UK & Ireland



The great AI debate: *Is AI killing B2B marketing?*

Featuring debaters from: Bidwells, Cloud Direct, Gamma, Pegasystems, PwC, TCS








The growth department: The future of B2B sales & marketing integration

David Keene
CMO for Europe
Wipro



Claire Mason
CEO
Man Bites Dog



The World Cup of B2B Bullsh*t

David McGuire
Advisor and Coach, B2B Copywriting and Creativity
Windhover B2B



Why marketers aren't getting results: The B2B marketing gap

Jade Tambini
Founder & Marketing Course Leader
B2B Jade



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B2B Ignite gives you the clarity to make confident decisions in uncertain times

WORKSHOPS

Lunch and learn:
B2B copywriting taster training

David McGuire
Advisor and Coach, B2B Copywriting and Creativity
Windhover B2B



AI Search & GEO:
The future of SEO in 70 Minutes

Simon Schnieders
Founder & CEO
Blue Array



Developing your personal brand to strengthen relationships

Robyn Hartley
Founder
Paperkite Media



From conflict to cohesion:
Practical methods for internal collaboration and external alignment

Yeshim Harris
Freelance Consultant & Trainer, & Senior Research Fellow
University of Kent



Is the buyer journey broken?

Fiona McKenzie
CEO



Zoe Brevis
Client Services Director
Revere



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Learn, discuss, and network – your way

There's more than one way to discover your next great idea. As well as keynotes and presentations, you can meet new people and share ideas at the interactive roundtables and workshops. With **500+ B2Bers attending**, the structured and informal networking at B2B Ignite helps you build valuable connections with fellow marketers tackling the same challenges.



Networking lunch (solo attendees/SMEs)

Join us for a relaxed and informal networking lunch. An opportunity for solo attendees and small to medium-sized enterprises (SMEs) to connect, share insights, and explore potential collaborations. This facilitated networking lunch provides a valuable space for meaningful conversations in a friendly atmosphere.

Event App

Use the exclusive event app to search the full attendee list, send 1-2-1 messages and build a personalised agenda by favouriting your chosen sessions and use the built-in notetaker. Plus discover more about the speakers, agencies and vendors attending this year, and take part in the in-session polls.

Dedicated meeting lounge

Grab a coffee and catch up with colleagues and friends in the new dedicated meeting lounge. Don't forget - your delegate pass gives you unlimited refreshments and snacks all day too!



Propolis Electro Darts Challenge

Ready to bring out your competitive side in you and your team? Step up and take three shots on our Electronic Darts Board. Propolis will make a donation to this year's chosen charity for every bullseye thrown. You'll also earn your place on the Legends Leaderboard. We'll unveil the total raised at the evening drinks reception, so get throwing and make it count!

Welcome Drinks

We're kicking off the networking early with welcome drinks for all delegates, sponsors and speakers the evening before B2B Ignite. Join us at the Drift Bar from 6:30pm on Tuesday 1 July to get into the Ignite spirit ahead of the big day.





94% delegates rate B2B Ignite Excellent or Good



Here is why B2B Ignite is a must attend for marketers

"The best event in the B2B marketing sector in Europe."

Marketing Director
Digital Surf

"Great event - Jam packed and relevant content!"

Brand Manager
Console Connect

"An excellent, insightful and worthwhile event."

Marketing Campaign Manager
Xtravirt

"Great first experience, lots to choose from and all sessions added value."

Marketing Director
CGI

"I found the event to be extremely beneficial and refreshing. The biggest stand out was the openness to direct questions and backing your own opinions, even when challenged on them."

Head of Marketing
eCube

"Honestly I learnt more in this one networking event than a 3-year business degree would ever teach me."

Business Development Manager
Perfect Pitch Lead Generation

"I loved the event, I came away feeling inspired and ready to get back to some new ideas at work."

Digital Marketing Executive
EnviroVent

"The annual event for the B2B marketing industry continues to prove its value."

CEO
Earnest

"A great way to step back from the day to day, be inspired by insight from peers - all in one day."

VP Marketing
Sabre

"I came away with lots of ideas and data points to use, which is exactly what I wanted."

Director of Content Marketing
Specto Cloud

"A great opportunity to get inspiration and motivation for the future of marketing in our business."

Marketing Director
Cloud Direct

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Ticket Packages and Pricing

Conference pass - Client-side
Standard price: £749+VAT

Conference pass - Marketing Agency
Standard price: £799+VAT

Plus we have special rates for group bookings, charities and start-ups.

What's included?

- Full access to the conference on 3 July
- Welcome breakfast, delegate lunch, plus unlimited drinks and snacks throughout the day
- Evening networking drinks on 3 July
- On-demand access to session recordings for three months post-event.

To find out more and book, contact:

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About B2B Marketing

Established 20 years ago, B2B Marketing is the number one, go-to resource for B2B marketers globally. With over one million website visits each year and over 400k followers and subscribers, our community is unparalleled. Every year we organise some of the biggest and most influential events in the B2B world, where members and guests gather to learn how to do their jobs better and improve their marketing results.

Our Products

PROPOLIS FROM B2B MARKETING

B2B IGNITE FROM B2B MARKETING

THE GLOBAL ABM CONFERENCE FROM B2B MARKETING

B2B MARKETING AWARDS FROM B2B MARKETING

ELEVATION AWARDS FROM B2B MARKETING

PROPOLIS MARKETING LEADERS SERIES FROM B2B MARKETING

PROPOLIS LEADERS FORUM FROM B2B MARKETING

PROPOLIS TRAINING FROM B2B MARKETING

PROPOLIS COMMUNITY INDEX FROM B2B MARKETING

B2B GROWTH SOLUTIONS FROM B2B MARKETING

THE EUROPEAN ABM FORUM FROM B2B MARKETING | Marketing Forum

THE B2B MARKETING PODCAST FROM B2B MARKETING

GET IN TOUCH

To discuss any of the opportunities outlined in this pack, please contact:

Louise Edkins

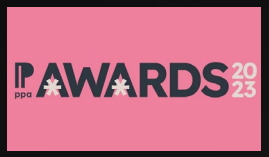
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