
Convince Your Boss
Show your boss why you need to be at B2B Ignite this year
Convince the boss exclusive
20%
discount offer
B2B IGNITE
FROM B2B MARKETING
2 July 2025 London
b2bignite.net

How can I show my boss that this event is worth attending?

As marketers, we know there's pressure to prove the return on every single penny spent – and rightfully so! We also know that there's a lot of events and content out there designed for you.

With that in mind, buying an event ticket isn't simple as it once was.

So, if you need help **convincing your boss that B2B Ignite is a must attend** for you and the team, read on.

What's in it for the boss?

B2B Ignite is the most comprehensive B2B marketing learning and networking experience in Europe.

This is your boss's chance to help their team **develop their skills, build their network and learn from B2B's very** best marketers and innovators from brands like:

Adobe AUTODESK. Bloomberg BT

Capgemini cisco Deloitte. EDF

ERICSSON Google IBM kyndryl

LLOYDS BANK mastercard servicenow

b2bignite.net

You'll be part of Europe's biggest gathering of smart, practical B2B marketers

500+ B2B marketers

70+ B2B innovators

220+ leading B2B brands

6 content tracks



© B2B Marketing



To help make your decision even easier, here's an exclusive **20% discount code:**

CONVINCETHEBOSS

Simply enter this at checkout and use as many times as you need.

Your boss will be amazed by the skills and insights the team bring back from B2B Ignite:

- ✓ Understand how to create a **distinct brand identity**, that genuinely stands out in an increasingly crowded market.
- ✓ Discover concrete ways to **use generative AI** as an effective marketing tool.
- ✓ Understand exactly **how your buyers behave**, and how their needs change throughout their interaction with your brand.
- ✓ Learn how to **build a blueprint** that prioritises both leads and brand
- ✓ Find was to **prove the value** and returns that marketing is driving

What's more, they'll be able to compare notes with hundreds of fellow B2B marketers handling similar issues.

Forget trawling the internet and searching for relevant reports, webinars and blogs – B2B Ignite **distils months of learning and inspiration into one single day**. Is that something your boss can afford to pass up?



b2bignite.net

© B2B Marketing

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

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

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



Richard O'Connor
CEO
B2B Marketing



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



© B2B Marketing

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



b2bignite.net

© B2B Marketing

94% delegates rate B2B Ignite Excellent or Good



Boss still needs a bit more convincing? 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

© B2B Marketing



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 | B2B Marketing Forum

THE B2B MARKETING PODCAST FROM B2B MARKETING

Ready to book?

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:

Louise Edkins
Inside Sales Manager
B2B Marketing
louise.edkins@b2bmarketing.net
+44 (0) 20 7014 4920

b2bignite.net

B2B Marketing
Westgate House
9 Holborn
London
EC1N 2LL

Tel: +44 (0)20 7014 4920
info@b2bmarketing.net
b2bmarketing.net

B2B IGNITE
FROM B2B MARKETING

B2B MARKETING