

'How the rules of B2B Customer Engagement are changing'

directors forum

B2B CUSTOMER ENGAGEMENT
11TH MAY 2011 LONDON
www.customerengagementclub.com



Delegates will learn:

- How to use the multichannel environment to engage B2B customers
- The lessons that can be learned from B2C Engagement
- How to build profitable B2B relationships that last
- The key to listening to B2B customers and feeding back on the feedback
- Where social media fits into the B2B customer engagement space
- How to implement overall B2B strategies to gain competitive advantage
- How to quantify the business benefits from creating more fully engaged B2B customers

Speakers include:

Richard Robinson,
Industry Head of B2B Marketing, Google

Anthony Thomson,
Chairman of Metro Bank (case study)

Dorothea Gosling,
Director, Marketing & Communications, CSC (case study)

Peter Flade,
Senior Managing Partner, Gallup Consulting

Simeen Kadi,
Group Head of Marketing, Carbon Trust (case study)

Chairman: Steve Hurst,
Editorial Director, Customer Engagement Club

FREE TO ATTEND FOR SENIOR CUSTOMER ENGAGEMENT AND EMPLOYEE ENGAGEMENT PROFESSIONALS

9:00 Registration and Coffee

9:30 Welcome:
James Rapinac, *Gallup Consulting*
Steve Hurst, *Customer Engagement Club*

9:35 **Keynote - B2B customers have feelings too**
Peter Flade, *Senior Managing Partner, Gallup Consulting*

How companies can shift from “price to advice” and build a sustainable competitive advantage in B2B markets.



Peter Flade

Peter Flade is a Senior Managing Partner with Gallup Consulting and a member of the Executive Committee. Peter is based in London and oversees the European region. Gallup is a global research-based consultancy in applied behavioural economics that helps leaders at every level of business, government and society improve organisational performance by understanding the voice of their constituencies. Peter works with executive teams to help deliver change. He has published articles in this arena and is a regular presenter at client partner meetings as well as conferences. Prior to joining Gallup, Peter worked in retail management for the Dixons Group (DSGi).

10:15 **Case study - CSC: Building engagement in large B2B accounts**
Dorothea Gosling, *Director, Marketing & Communications, CSC*

CSC’s journey of evolving a major global account relationship from a focus on satisfaction to client engagement.



Dorothea Gosling

Dorothea is Marketing and Communications Director for CSC’s Zurich Global Account. Dorothea joined CSC in January 1998, and prior to joining what is now CSC’s largest commercial outsourcing account, held a number of positions in CSC’s Financial Services EMEA Marketing Team.

Before to joining CSC, Dorothea was the Marketing Manager Northern Europe, Africa, India and Middle East for Micrografx.

11:00 Coffee

11:20 **How the rules of B2B marketing are changing**
Richard Robinson, *Industry Head of B2B Marketing, Google*

Richard Robinson reveals the three shifts for the 'New Digital Imperative for Marketing' leading brands and businesses to ensure a successful outcome and how social media and the use of video are playing their parts in changing the rules of B2B engagement.



Richard Robinson

Robinson says business success is now centred on: understanding where your customers are; delivering messages to the right point of the buying cycle; changing strategies to incorporate digital values as a main focus. The first shift is 'research to real time' insight. The second shift is 'creative to content'. The third and final shift is known as 'push and pull'. These three shifts will help deliver competitive advantage in the long term. B2B marketing is changing, and with this change, alterations must be made to stay in the game.

Richard has spent almost 15 years assisting companies in the development and implementation of effective go-to-market strategies. He has led many strategic marketing initiatives across various business and technology areas and is a seasoned presenter at industry events. At Google he helps businesses develop highly effective digital strategies. Prior to Google, Richard was Vice President at IDC, where he led IDC consulting and marketing services business in Europe and he also led the client services division of IDG’s International team based in EMEA. Richard is the Chair of the IAB B2B Council and a member of the IDM B2B Marketing Council.

12:00 **B2B Customer Engagement – Why Cross Channel Communication is the Key**
Simon Cook, *Regional Practice Manager EMEA, Interactive Intelligence*

Simon Cook from Interactive intelligence will examine how organisations in the B2B space can provide multiple ways for customers to easily communicate? Given that it’s never been more important to be transparent in communication with customers - providing multiple methods for customers to easily communicate directly with you is critical.



Simon Cook

Simon Cook serves as Regional Practice Manager, UK & EMEA for Interactive Intelligence. He joined the company in



AGENDA

Agenda: B2B Customer Engagement Directors Forum 11th May 2011

January 2010. Prior to Interactive Intelligence, Simon has held a number of senior roles on both sides of the customer and supplier fence. Simon's experience is centred around the fusion of multi-channel, inbound and outbound communications management and has a wealth of experience in Enterprise Campaign Management, Messaging, Call Centre and CRM technologies.

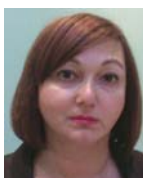
12:40 Lunch

13:40 Panel Debate: **How the rules of B2B engagement are changing and what organisations need to do to adopt successful customer engagement strategies**

Panel members: Peter Flade, Richard Robinson, Steve Hurst, Simon Cook, Dorothea Gosling, Parin Mody

14:40 **Case study - Carbon Trust: Driving B2B engagement and action in the networked age to solve one of the biggest challenges of our time**
Simeen Kadi, Group Head of Marketing, Carbon Trust

Realising the potential of offshore wind and marine energy is probably one of the biggest engineering challenges the world faces today and my case study gives a brief insight into how a multi-channel approach including Twitter, LinkedIn, partnership and affinity marketing, face-to-face engagement and traditional media brought engineers from around the world excited and focussed on meeting this challenge.



Simeen Kadi

Simeen Kadi heads up marketing at the Carbon Trust, an independent organisation with the mission to accelerate the move to a low carbon economy. The trust provides specialist support to help organisations cut carbon emissions, save energy and commercialise low carbon technologies. Simeen is a strategic marketer who has worked across a variety of sectors including retail, telecoms, technology, FMCG and the environment. She began her career in advertising spending ten years at Bozell, BBDO and Saatchi & Saatchi before moving client-side. She has worked on a wide range of marketing challenges for some of the world's largest and most complex organisations including Hewlett Packard, Siemens, HMV and drinks giant Pernod Ricard.

15:20 Coffee

15:40 **The hidden value of the marketing budget**

Parin Mody, Global Director, Business Development, mardevdm2

As B2B marketers are now tasked with being revenue contributors, they must overcome the challenge of tracking where the revenue comes from as they invest their budget across multiple marketing channels. In this session, Mody reveals how, using demand generation best practices and by monitoring digital behaviour, analytical data, and attribution models, marketers are now able to gather a level of marketing intelligence that shows channel-specific ROI.



Parin Mody

Parin Mody is the Global Director, Business Development for Mardev-DM2, a division of Reed Business Information and integrated marketing services provider, headquartered in the UK with offices in Chicago, New York, Singapore and Sydney, Australia. Mody has more than 15 years of experience in International Product Development, Business Development and Corporate Strategy. In his role with Mardev-DM2, Mody is responsible for the global business development, including partnerships and product roadmap strategies.

16:20 **Case study, Metro Bank: How Metro Bank is placing customer service excellence at the heart of its B2B engagement strategy**

Anthony Thomson, Chairman of Metro Bank

Metro Bank launched in the UK last summer with customer focus and service excellence at the very core of its business strategy. Chairman Anthony Thomson tells us how the bank is using customer commitment as a key competitive differentiator in a sector that is not universally known for putting its customers first.



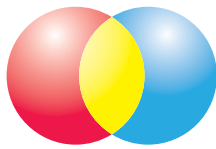
Anthony Thomson

Anthony Thomson is co-founder and Chairman of Metro Bank and Chairman of the Financial Services Forum. Metro Bank plc is the first new 'High Street bank' in the UK for over 150 years. It offers unparalleled levels of customer service and convenience, open seven days a week, 361 days a year.

In 2010 he was included in Marketing Magazine's 'Power and influence top 100' as well as the Evening Standard's '1000 most influential Londoners' and one of the 60 most influential in the City.

17:00 Forum Summary, Steve Hurst, Chairman Networking & Drinks

Agenda subject to change and alteration for circumstances beyond the control of the organiser



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11TH MAY 2011 LONDON
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B2B Customer Engagement Directors Forum 11 May 2011, London WC2

Date: Wednesday 11th May 2011
 Time: 9:00am – 5:30pm
 Venue: Gallup Centre London, The Adelphi,
 1-11 John Adam Street, London WC2N 6HS

Hotels: Discounted hotel accommodation - Swissôtel The Howard,
 London (£160 per night) Tel: 020 7836 3555
 and the Guoman Hotel Charing Cross (£168)
 Tel: 0871 376 9012 Please mention 'Gallup' when booking.

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UPCOMING DIRECTORS FORUMS INCLUDE:

- **Multichannel Customer Engagement:**
29th June, London

<http://www.jotform.com/form/10764323485>
- **Customer Engagement in Financial Services**
September, Gallup Centre, London
- **Technology Solutions for Customer Engagement:**
October, London
- **Online and Multichannel Customer Engagement:**
November, London
- **Social Media & Mobile Customer Engagement**
December, Gallup Centre, London
- **Employee Engagement and Customer Engagement:**
December, London