

The
Economist

Events

RETHINK
THE
BIG

THE BIG RETHINK 2014

THIS TIME IT'S PERSONAL

March 18th 2014 • The HAC, London @ECONINSIGHTS #BIGRETHINK

SPEAKERS INCLUDE:



**TOM
LAFORGE**
*Global Director
of Human
and Cultural
Insights,
The Coca-Cola
Company*



**BRUCE
DAISLEY**
*Managing
Director,
Twitter UK*



**MORAY
MACLENNAN**
*Worldwide Chief
Executive Officer,
M&C Saatchi*



**MATT
ATKINSON**
*Chief Marketing
Officer,
Tesco*

'Gave me thinking space about
how to do things differently at work'

Inbal Robbas, *Senior Economist, Institute of Directors*

bigrethink.com

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+ siegel
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simple is smart

I WANT TO KNOW... WHAT IT IS

THE ECONOMIST'S FLAGSHIP MARKETING EVENT

Now in its fifth year, The Big Rethink gathers 200 leading marketers together to generate fresh ideas. It is a space in which conventional thinking is challenged and critical visions, tools and insights are shared.

The Big Rethink will provide you with new approaches to marketing in today's challenging environment.

BIGRETHINK.COM

[#BIGRETHINK](https://twitter.com/BIGRETHINK)

LET'S GET PERSONAL IN 2014

Rapidly changing technological innovation is making customers more demanding, they expect marketing to provide value that is tailored to their interests and delivered in a way that fits in seamlessly with their lives.

This year we aim to inspire you to make your marketing personal and meet your customers' expectations.

RETHINK THE WAY YOU COMMUNICATE

I WANT IT NOW

Understand instant marketing - engage with your customers in real time

I WANT IT FOR ME

Get to know your customer properly - use data to build an accurate profile

I WANT IT GENUINE

Delivering content with value - make it honest, relevant and thought-provoking

WHY I WOULD ATTEND AGAIN



Topics closely aligned with our current business / marketing agenda

Global Marketing Manager, HSBC



Good line up and engaging

Commercial Director, Siegel+Gale



Simulation of thought, time to think

Head of Marketing Communications, Wesley Assurance Society

THE 2013 AUDIENCE IN NUMBERS

97%

of delegates would recommend the event to colleagues

75%

of the audience were director-level or above

39

industry sectors represented

11

countries represented

71%

of companies in attendance had a turnover of 50mn plus

>200

leading marketers

I WANT TO KNOW... WHO IS SPEAKING

<p>TOM STANDAGE <i>Digital Editor</i> <i>The Economist</i></p> <p>The Economist's digital editor and technology guru</p>	<p>JAMIE ROBINSON <i>Vice-president, Executive Creative Director</i> <i>Pereira & O'Dell</i></p> <p>The filmmaker exposing customers' desire for involvement and personal marketing</p>	<p>LANE GREENE <i>Business Correspondent</i> <i>The Economist</i></p> <p>Your chair for the day</p>
<p>TOM LAFORGE <i>Global Director of Human & Cultural Insights</i> <i>The Coca-Cola Company</i></p> <p>The big brand director on cultural trends and future insights</p>	<p>MATT ATKINSON <i>Chief Marketing Officer</i> <i>Tesco</i></p> <p>The Chief of marketing and digital on how data is driving multichannel success</p>	
<p>AMANDA MCKENZIE <i>Chief Marketing Officer</i> <i>Aviva</i></p> <p>One of the most recognised and powerful women in marketing</p>	<p>MORAY MACLENNAN <i>Worldwide Chief Executive Officer</i> <i>M&C Saatchi</i></p> <p>Leader from M&C Saatchi on the brutal simplicity of thought</p>	
<p>BRUCE DAISLEY <i>Managing Director</i> <i>Twitter UK</i></p> <p>The social media man on marketing in the moment</p>	<p>ED PILKINGTON <i>Marketing and Innovation Director</i> <i>Diageo Western Europe</i></p> <p>The innovator with a passion for growing brands</p>	
<p>ANDREW WARNER <i>Senior Marketing Director, EMEA</i> <i>Expedia</i></p> <p>The digital veteran with a reputation for innovation marketing</p>	<p>PETER DAHLSTRÖM <i>Director and Global Leader of Marketing and Sales Practice, McKinsey & Company</i></p> <p>Author and thought leader on digital marketing and customer lifecycles</p>	
<p>TAMAR KASRIEL <i>Managing Director</i> <i>Futureal</i></p> <p>The Entrepreneur and world leading futurist on consumer trends</p>	<p>WAYNE HEMINGWAY <i>Founder and Director</i> <i>HemingwayDesign</i></p> <p>The fashion designer on creativity in great business decisions</p>	
<p>PHILIP DAVIES <i>President, EMEA</i> <i>Siegel+Gale</i></p> <p>The strategist who solves challenges through stories and experiences</p>	<p>LAURA JORDAN BAMBACH <i>Creative Partner</i> <i>Mr President</i></p> <p>The endorser of experimentation and innovation in digital marketing</p>	
<p>CHRIS MAPLES <i>UK Managing Director</i> <i>Spotify</i></p> <p>The online music mogul on building personal understanding of consumers</p>	<p>ROB REASON <i>Founder</i> <i>HiddenCity</i></p> <p>Fresh thinking start-up on using games to engage consumers</p>	
<p>CHRISTOPHER SOGHOIAN <i>Principal Technologist, Senior Policy Analyst, Speech, Privacy and Technology Project, American Civil Liberties Union (ACLU)</i></p> <p>The activist technology researcher on privacy challenges facing marketers</p>	<p>MR BINGO</p> <p>Illustrator and animator with the "same haircut as his mum"</p>	

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W bigrethink.com

I WANT TO KNOW... WHAT I WILL LEARN

08.00 REGISTRATION AND REFRESHMENTS

09.00 WELCOME

Lane Greene, *Business Correspondent, The Economist*

09.10 OPENING KEYNOTE

Jaime Robinson, *Vice-president, Executive Creative Director, Pereira & O'Dell*

09.40 GET TO KNOW THEM PROPERLY

Using data to build an accurate picture of individual consumers

- *Understand their needs* - collecting and analysing data to build a picture of individual consumers. How much can social media really tell you?
- *Get involved with their hobbies and interests* - cricket fans are 64% more likely to shop online for men's suits than general web surfers (according to Marketing Week). How can you use consumers' personal interests to reach and engage them?
- *Let them pick the place* - how to identify the most effective places for consumers to see or engage with you

Matt Atkinson, *Chief Marketing Officer, Tesco*

Ed Pilkington, *Marketing and Innovation Director, Diageo Western Europe*

Andrew Warner, *Senior Marketing Director, EMEA, Expedia*

10.40 NETWORKING AND REFRESHMENT BREAK

11.10 CONSUMER SNAPSHOT

Marketing in the moment

Bruce Daisley, *Managing Director, Twitter UK*

11.30 ALWAYS BE THERE FOR THEM

Instant marketing

- *Be constant* - delivering ubiquitous marketing, giving consumers the option to engage with you anywhere, any time
- *Make the most of the moment* - real time marketing that is able to react to events immediately

Peter Dahlström, *Director and Global Leader of Marketing and Sales Practice, McKinsey & Company*

Tamar Kasriel, *Managing Director, Futureal*

12.30 LUNCH

13.30 MEAN A LOT TO THEM

Delivering content with value

- *Be honest* - marketing based on truth
- *Be virtuous* - how to build a picture of what individual consumers respect in terms of ethical behaviour or social responsibility
- *Resonate with what they really care about* - providing content that reflects the individual interests of your customers
- *Make interesting conversation* - how to ensure you have something genuinely thought-provoking or engaging to say
- *Listen better* - how to listen as well as you talk

Wayne Hemingway, *Founder and Director, HemingwayDesign*

Moray MacLennan, *Worldwide Chief Executive Officer, M&C Saatchi*

Amanda Mackenzie, *Chief Marketing Officer, Aviva*

Philip Davies, *President, EMEA, Siegel+Gale*

14.30

GET ENGAGED

Engaging digital consumers

- *Know the right touch points* – insights into more sophisticated multi-channel marketing
- *Should you be a player?* – Using games to engage consumers
- *Really connect* – using the internet of things and linking disparate information across devices, products and services

Laura Jordan Bambach, *Creative Partner, Mr President*

Mr. Bingo, *Illustrator and animator*

Chris Maples, *UK Managing Director, Spotify*

Rob Reason, *Founder, HiddenCity*

15.20

NETWORKING AND REFRESHMENT BREAK

15.50

PRIVACY: A WAKE-UP CALL

Interview with Tom Standage, *Digital Editor, The Economist*

Christopher Soghoian, *Principal Technologist and Senior Policy Analyst, Speech, Privacy and Technology Project, American Civil Liberties Union (ACLU)*

Tom Standage, *Digital Editor, The Economist*

16.20

CLOSING KEYNOTE

Cultural trends and future gazing insights

Tom LaForge, *Global Director of Human and Cultural Insights, The Coca-Cola Company*

16.50

CHAIR'S CLOSING REMARKS

Lane Greene, *Business Correspondent, The Economist*

17.00

CLOSE OF SUMMIT AND DRINKS RECEPTION



MEDIA PARTNERS



I WANT TO KNOW... HOW TO BOOK

The Big Rethink 2014


March 18th 2014 • The HAC, Armoury House, City Road, London, EC1Y 2BQ


1. Delegate Fees (per person)


Delegate booking	Price (exc. VAT)	Price (inc. VAT)	Quantity	Total
Group booking rate (Where three or more delegates register simultaneously)	£895.00	£1,074.00		
Standard delegate rate	£995.00	£1,194.00		
Total				


Special promotional code


Five easy ways to register

 **Online:** Register online at: bigrethink.com

 **E-mail:** E-mail your details to: emeaevents@economist.com

 **Fax:** +44 (0)20 7576 8472

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 **Post:** Customer Service
The Economist Events,
20 Cabot Square,
Canary Wharf,
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What does this include?

All prices include event entry, full documentation, lunch and refreshments. When you register, you will receive a confirmation e-mail including venue details, a full agenda and contact information. Delegates are responsible for the arrangement and payment of their own travel and accommodation.

2. Booking contact details

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E-mail:		

DELEGATE THREE

Title:	First name:	Surname:
Job title:		
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E-mail:		

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- To subscribe to our complimentary e-newsletter

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