
INSIGHTS MARKETING DAY 2017

Better marketing for market researchers.

Presented by

GREENBOOK[®]

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marketing for market researchers

LIGHTSPEED

AGENDA

8:30AM–9:15AM

Registration & Welcome Breakfast

9:15AM–9:30AM

Welcome & Opening Remarks

Lauren Tilden (*GreenBook*)

9:30AM–10:15AM

Marketing in MRX: How Do You Measure Up?

Lucy Davison (*Keen as Mustard Marketing*)

10:15AM–10:45AM

The Cat's Lifejacket: Thought Leadership in a Thoughtless World

Tom Ewing (*BrainJuicer*)

10:45AM–11:15AM

Networking Break

11:15AM–11:45AM

Taking the Plunge – Bringing Your Content Marketing & PR In-House

Jack Miles (*Chime Insight & Engagement Group*)

11:45AM–12:15PM

7 Ways to Nudge Your Copy Towards More Conversions

Dan Brotzel (*Sticky Content Ltd.*)

12:15PM–12:45PM

Email Growth Hacking: Get Your Communications Right

Kay Łańcucki (*Freshmail.com*)

12:45PM–1:30PM

Lunch

1:30PM–2:15PM

Panel: Marketing Strategies of Successful

Research Agencies

Moderated by Lucy Davison (*Keen as Mustard Marketing*), with panelists Tom Ewing (*BrainJuicer*), Christophe Ovaere (*ZappiStore*), Jane Bloomfield (*Millward Brown*), Jack Miles (*Chime Insight & Engagement Group*), & Ralph Risk (*Lightspeed*)

2:15PM–2:45PM

The Future of Social Media

Priscilla McKinney (*Little Bird Marketing*)

2:45PM–3:15PM

Marketing Automation is Not Out of Anyone's League

Christophe Ovaere (*ZappiStore*)

3:15PM–3:45PM

Networking Break

3:45PM–4:15PM

Pick Me! Winning Awards & Followers to Drive Business Growth

Michèle Poynter (*Mish*)

4:15PM–5:05PM

Panel: How to Talk to Me – What Clients Really Think of Your Marketing

Moderated by Lucy Davison (*Keen as Mustard Marketing*) with panelists Christian Brent (*Fox Networks Group*), Simon Scholes (*ITV*), Sarah Lansberry (*Experian*), & Ian Wright (*Transport Focus*)

5:05PM–6:15PM

Closing Remarks & Reception

Lauren Tilden (*GreenBook*)

WIFI + TWITTER



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