










B2B IGNITE

FROM B2B MARKETING

2 July
2025
London

	Session						
08:00 - 09:00	How can B2B marketers build commercial strategies that generate revenue, not MQLs? Breakfast Roundtable hosted by Propolis in the VIP Lounge						
	Keynotes						
09:00 - 09:15	Welcome to B2B Ignite! Joel Harrison, <i>Founder, B2B Marketing</i>						
09:15 - 09:50	Riding the waves of economic sea change: Why 2025 is your pivotal moment						
		Richard O'Connor, CEO, B2B Marketing		Susannah Streeter, <i>Head of Money & Markets, Hargreaves Lansdown & Former BBC News Anchor</i>			
09:50 - 10:25	The standard bearers: Meet the marketers leading the way for the future of marketing						
		Sarah Thomas, EVP & Group Chief Marketing Officer, Capgemini		Gursaran Marjara, <i>Non Executive Director, Coach & Mentor, Former CMO, The Access Group</i>			
		Susannah Streeter, <i>Head of Money & Markets, Hargreaves Lansdown & Former BBC News Anchor</i>		Rob Gold, <i>President, dentsu B2B Global + UK&I</i>			
10:25 - 11:00	The revenue gap report: Why B2B marketing is falling short on revenue (and how to fix it)						
		Nick Mason, Co-Founder & CEO, Turtl					
11:00 - 11:25	Morning networking break						
	Enterprise 1	Enterprise 2	Interact	Synergy 1	Engage	Synergy 2	Integrate 2
	Track 1: New methods and AI	Track 2: Harnessing creativity	Track 3: Marketing leadership: What's next?	Track 4: Authenticity and brand	Track 5: Making data meaningful	Skills development workshops	Skills development workshops
	Moderator: Scott Stockwell, <i>Strategy & Engagement Expert, B2B Marketing</i>	Moderator: Steve Kemish, <i>Content, Creative & Campaigns Expert, B2B Marketing</i>	Moderator: Shane Redding, <i>Strategy & Evolution Expert, B2B Marketing</i>	Moderator: Skip Fidura, <i>CMO, AudiencePoint</i>	Moderator: Karla Wentworth, <i>Marketing Operations & Technology Expert, B2B Marketing</i>		
11:25 - 11:55	The AI reality: Real B2B use cases that turned ambition into action Andy Johnson, <i>Founder & Director of Client Strategy, Darryl Merkli, Head of AI Solutions, HUT 3</i>	Why marketers aren't getting results: The B2B marketing gap Jade Tambini, <i>Founder & Marketing Course Leader, B2B Jade</i>	The art of building powerful proof points and influencing the board Piero DePaoli, <i>VP Global Marketing Strategy, ServiceNow</i>	Why trust is now the most critical commodity in B2B marketing – and how to earn it Joel Harrison, <i>Founder, B2B Marketing</i>	Beyond MQLs: Rethinking marketing's role in driving revenue Sharon Forder, <i>CMO, Sana Commerce, Andy Champion, SVP International, 6Sense</i>	Workshop: From conflict to cohesion: Practical methods for internal collaboration and external alignment [11:25-12:35] Yeshim Harris, <i>Freelance Consultant & Trainer & Senior Research Fellow, University of Kent</i>	Workshop: Is the buyer journey broken? [11:25-12:35] Fiona McKenzie, <i>CEO, Zoe Brevis Client Services Director, Revere</i>



B2B IGNITE

FROM B2B MARKETING

2 July
2025
London




	Enterprise 1 Track 1: New methods and AI	Enterprise 2 Track 2: Harnessing creativity	Interact Track 3: Marketing leadership: What's next?	Synergy 1 Track 4: Authenticity and brand	Engage Track 5: Making data meaningful	Synergy 2 Skills development workshops	Integrate 2 Skills development workshops
12:05 - 12:35	Meeting buyers where they're at: Tailoring content to buyer journey through human understanding <i>Powered by insights from TMW's Human Understanding Lab</i> Victoria White, Planning Director. James Macpherson, Business Director, TMW Business	Fuelling B2B brand success: Great storytelling with a sprinkle of AI magic Cath Brands, Chief Marketing & Innovation Officer, Flintfox	Session TBA Technology Advice	It takes grit! Closing the loop for a 100-year-old industrial powerhouse Adrian Kingwell, Digital Analytics specialist, Bray Leino , Tim Eady, Director - Global Distribution Communications, Cummins Inc	Ignorance is no longer acceptable in digital advertising Paul Collier, Chief Marketing Officer, Funnel Fuel , Joel Harrison, Founder, B2B Marketing	Workshop: From conflict to cohesion: Practical methods for internal collaboration and external alignment [11:25-12:35] Yeshim Harris, Freelance Consultant & Trainer & Senior Research Fellow, University of Kent	Workshop: Is the buyer journey broken? [11:25-12:35] Fiona McKenzie, CEO, Zoe Brevis Client Services Director, Revere
12:45 - 13:15	The great AI debate: Is AI killing B2B marketing? [12:45-13:30] Featuring debaters from Bidwells, Gamma, Pegasystems, PwC, TCS	The power of human connection: How to engage customers with a focus on shared values Corinne Doherty, Director ABM, Kyndryl UK & Ireland	The growth department: The future of B2B sales & marketing integration Claire Mason, CEO, Man Bites Dog, David Keene, CMO for Europe, Wipro, Mike Scott, Senior VP, Hitachi Rail	Brand to demand: Learning to speak with one voice across functions Chris Bailey, Ex ServiceNow	Session TBA		Lunch and learn: B2B copywriting taster training David McGuire, Advisor & Coach, B2B Copywriting & Creativity, Windhover B2B
13:15 - 14:15	Lunch						
14:15 - 14:45	Start small but think big: Transforming professional services with systems thinking (and AI) Ben Lee, Head of Data & AI, Bidwells	How Workbooks' award-winning campaign pulled the rug out from under its competition Dan Roche, Chief Marketing Officer, Workbooks	You're not cutting my budget: How to speak finance and take over your budget	Employee centric messaging: When its authentic and when isn't Sophie Bowkett, Chief Marketing Officer, Bird and Bird	From gut feel to growth: The art of blending data with intuition Emanuela Maftciu, Digital Marketing Leader, Adam Preis, Product Marketing Leader, Ping Identity	Workshop: Developing your personal brand to strengthen relationships Robyn Hartley, Founder, Paperkite Media	AI search & GEO: The future of SEO in 70 minutes Simon Schnieders, Founder & CEO, Blue Array
14:55 - 15:25	Guesswork in, mediocrity out: The critical role of audience insight in AI marketing Charlie Nicholson, Managing Director, Harri Nicholson, Strategy Director, Nine + Nico, Kate Stephens, Marketing Manager, Arqiva	Three rules to make data the servant of creativity - not its master!	Beyond representation: Levelling the playing field for women in marketing	Measuring brand marketing: Proving value to the C-suite Benedict Buckland, Managing Director & Chief Strategy Officer, alan.	Data-driven personalisation 101: What to focus on and what to forget Imran Perez, Global Head of Event Marketing, WP Engine		



B2B IGNITE

FROM B2B MARKETING

2 July
2025
London

15:25 - 15:50	Afternoon networking break
15:50 - 16:10	<p>Behind the marketing curtain: The messy truth we're all pretending doesn't exist</p> <div><p>Karla Wentworth, CSO, Intermedia Global Ltd.</p></div>
16:10 - 16:20	<p>The World Cup of B2B Bullsh*t 2025</p> <div><p>David McGuire, Advisor and Coach, B2B Copywriting and Creativity, Windhover B2B</p></div>
16:20 - 17:00	<p>Closing Keynot</p> <div><p>Lowri Morgan, Presenter, Endurance Adventurer & Athlete</p></div>
17:00 - 18:00	Networking drinks reception