



Marketing Agencies Association

## Marketing 4 Start Up Britain 4th - 8th July 2011



	Monday, 4th July	Tuesday, 5th July	Wednesday, 6th July	Thursday, 7th July	Friday, 8th July
<b>Venue</b>	Iris 185 Park Street London, SE1 9DY	K&L Gates One New Change, London, EC4M 9AF	The Marketing Store 16 Hatfields London, SE1 8DJ	Saatchi & Saatchi X 80 Charlotte Street, London, W1A 1AQ	The Hospital Club 24 Endell Street London, WC2H 9HQ
<b>Theme</b>	The Power of Marketing	Digital	Building Customer Loyalty	Routes to Market	Being a Start Up, Everything You Need to Know
<b>Chairperson</b>	Andrew Marsden	TBA	Sir Chris Powell	Hugh Burkitt	TBA
<b>8.45am</b>	Registration				
<b>9.00am</b>	Welcome & Introductions				
<b>9.30am</b>	Keynote <b>Emma Jones</b> Start Up Britain	Keynote <b>Mike Soutar</b> <i>Shortlist &amp; Stylist</i> Magazines	Keynote <b>Andrew Pearce</b> Powwownow	Keynote <b>Claire Watt-Smith</b> BoBelle	Keynote <b>Speaker TBA</b> "How to Get Journalists Interested in Your Business"
<b>10.10am</b>	<b>Iris</b> "Marketing; Waste of time or Game Changer?"	<b>K&amp;L Gates</b> "Building The Legal Foundations."	<b>The Marketing Store</b> "Influencing Customer Behaviour"	<b>Saatchi &amp; Saatchi X</b> "The New Age of the Shopper"	<b>An Abundance</b> "Marketing Your Own Start Up."
<b>10.55am</b>	Coffee				
<b>11.15am</b>	<b>RPM</b> "Engage & Prosper"	<b>HH&amp;S</b> "Cutting Edge Digital Marketing"	<b>Marketing Software Solutions</b> "Achieving Business Rule #1: Know Your Customer."	<b>Arc London</b> "Consumer Touchpoints Along the Path to Purchase"	Keynote <b>Travers Clarke-Walker</b> , Barclays Business "Presenting Your Business for Finance"
<b>12.10pm</b>	The Power of Marketing Q&A Panel	Digital Q&A Panel	Building Customer Loyalty Q&A Panel	Routes to Market Q&A Panel	Keynote <b>Barbara Cassani CBE</b>
<b>12.55pm</b>	Lunch				
<b>1.45pm</b>	<b>Exposure</b> "The Power of Talkonomics - How to get people talking about your brand."	<b>Golley Slater</b> "Unlocking Digital for Growth"	<b>INITIALS Marketing</b> "Brand Loyalty Food For Thought or Pie In The Sky?"	<b>Gyro</b> "Business to Business is Dead."	Pitch Panel <b>Win An Agency for A Year</b> Barbara Cassani CBE, Travers Clarke-Walker, Amar Lodhia & Ian Millner
<b>2.30pm</b>	Coffee				
<b>2.50pm</b>	<b>DDB UK</b> "How Do Communications Really Work?"	<b>Ogilvy Action</b> "Stories of Evolving Consumer Behaviour in Digital Environments."	<b>BD Network</b> "A Different Approach to Building Customer Loyalty."	<b>archibald ingall stretton</b> "Title TBA"	Keynote <b>Amar Lodhia</b> The Small Business Consultancy
<b>3.35pm</b>	Chair's closing remarks				
<b>4.00pm</b>	Close				

[www.marketing4startupbritain.com](http://www.marketing4startupbritain.com)