

MW *LIVE*

8 - 9 MARCH 2017, OLYMPIA CENTRAL, LONDON

IT'S A
JUNGLE
OUT THERE

INTRODUCTION



8-9 March 2017 OLYMPIA LONDON

MWLive, in conjunction with Marketing Week and Econsultancy, celebrates marketing that matters to you, the marketer, right now.

No matter the issues you're facing – technical, practical or professional development; there are sessions, workshops, experts and suppliers to help you.

We look forward to welcoming you to MWLive in 2017!



WHO ATTENDS

MW LIVE

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Senior marketers from B2B and B2C brands, retailers, marketing agencies and SMEs, across a multitude of sectors, who wish to keep up to date with latest trends & best practice, as well as find inspiration for upcoming campaigns.

Here's a little sample of some of the marketers and brands who joined us last year...

HSBC 

 BlackBerry















B&Q/ Marketing Lead

NSPCC/ Head of Marketing

Which? Ltd/ Head of Brand

Believe in/ Strategic Director

Bacardi/ Innovation director

QVC/ Marketing Manager

Xerox/ Retail & Consumer Director

Heineken/ UK Press & PR Manager

LOVE/ CEO

Sky/ Product Director

EE/ Snr Marketing Manager

LexisNexis/ Head of Marketing - Tax

Howell Penny/ CEO

Sony UK/ Marketing Manager

Evoca Drinks/ CEO

Vodafone/ Brand Manger

Gumtree/ Marketing Manager

Unilever/ Marketing Manager

MoneyGram/ Marketing Director

O2/ Creative and Media Manager

MWLive brings together an expert line up of speakers with the task of challenging everything we know about marketing's biggest topics. Sessions are delivered through keynotes, panel debates, workshops and Q&As.

Here are few speakers who will join us at this year's MWLive:



Jamie Mackenzie
Director of Marketing
Sodexo



Jon Tolley
Director
Prime Group



Lidia Lúttin
CMO
Bynder



Steve Bartlett
CEO
Social Chain

Brand Engagement & Innovation Stage

Encompassing a series of presentations and panel discussions, the Brand Engagement & Innovation stage will focus on how marketers can implement the latest innovations to enhance and transform their creative campaigns, touching on areas such as content curation, social media strategies and storytelling.

Brought to you by   Prezi

Marketing Transformation Stage

Delivered in conjunction with our partners and Econsultancy, the Marketing Transformation Stage will deliver top-level sessions focusing on the transformation of the industry, both in terms of the tech and trends post 'digital transformation', and the capabilities and skill development needed to drive that transformation.

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Marketing Tech Stage

Bringing together the companies at the very forefront of innovation in the marketing space, the Marketing Tech Stage will deliver cutting edge case studies and insights into the latest tech developments to transforming the marketing space.

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The Academy Stage

The Academy Stage, delivered in partnership with the Marketing Academy, is new to this year and will provide visitors with cutting edge content delivered by the most talented marketers in the industry. The Academy Stage will also be hosting our newly introduced show Keynotes, so watch this space to find out who they'll be!

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THE MARKETING
ACADEMY

THE FUNDAMENTALS



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Focusing on the core skills and trends imperative to every marketer's day to day job, The Fundamentals programme will deliver interactive and hands-on workshops to support your growth and development in this fast paced industry. With each workshop concentrating on a specific area of your core marketing strategy, you can expect these practical and in-depth sessions to help you tackle those every day challenges and revolutionise your approach to marketing.

Early bird price - £99+VAT per workshop

Early bird Multi-pass - £237.90+VAT - book 3 sessions and save 20%

Price after early bird - £150 + VAT per workshop

Multi-pass - £360 + VAT - book 3 sessions and save 20%

VIDEO

DATA COMPLIANCE

B2B MARKETING

AI & CHATBOTS

CONTENT MARKETING

SOCIAL MEDIA

BRAND STORYTELLING

AGENCY SELECTION

SINGLE CUSTOMER VIEW

INFLUENCER MARKETING

MARKETING ON A SHOESTRING

MULTICHANNEL MARKETING



MWLive brings leading solution providers to help you solve your current issue and to breathe new life into the marketing campaigns of 2017 and beyond.

Here are a few of the suppliers showcasing their products this year:



CONTACT US



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