

How to Lead with Content Marketing in 2018

25th January | 09:00 - 12:00

Allen & Overy HQ | Bishops Square, London

08:00 – 09:00	Breakfast & Networking
09:00 – 09:10	Welcome
09:10 - 09:30	Icebreaker Activity Members introduce themselves and discuss their current challenges and what they hope to get out of the session
09:30 - 09:50	Content Marketing Best Practice for 2018 Jag Sharma, Social Media Marketing Manager, HSBC UK Hear HSBC's best practice tips with content techniques and how to deliver successful customer experiences via mobile, video and social
09:50 - 10:00	Member Audience Q&A
10:00 - 10:20	Analysis Technology & The Future of Personalised Customer Experiences Ofri Ben Porat, CEO and Co-founder, Pixoneye Discover Pixoneye's photo analysis technology where you can understand your customers and deliver experiences that enrich the customer journey
10:20 - 10:30	Member Audience Q&A
10:30 - 10:45	Member Discussion Groups An opportunity to reflect on key learnings so far with other members
10:45 - 11:00	Facebook Newsfeed Revamp Hear insights on the impact of the recent Facebook news feed changes
11.00-11.15	Member Discussion Groups Reflect on the insights you've heard about the impacts of the recent Facebook news feed changes
11:15 - 11:35	Thought Leadership Content in 2018: Expert commentary as a gateway to brand success and external recognition Tom Elgar, Co-founder, Passle Learn about new approaches to creating timely, engaging content to drive your blog, newsletters and social channels.
11:35 - 11:45	Member Audience Q&A
11:45 - 12:00	Closing Summary

How can you adopt a start-up mentality?

25th January | 13:00 - 16:00

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13:00 - 13:05	Welcome/Introduction
13:05 - 13:20	<p>Building a Great Communications Culture Ravinder Dhaliwal, Head of Customer Success, Slack</p> <p>Hear Slack's experience of start-up culture and innovation on the topics of hiring, culture, organisational structure</p>
13:20 - 13:30	Member Audience Q&A
13:30 - 13:55	<p>The 5 Essential Ingredients to Innovation: The Recipe for Creating an Entrepreneurial Mindset in your Company Jon Downing & Tim Harrison, Lead Associates, Business Mix</p> <p>Learn the essential elements you need to enable and encourage a startup mindset in more mature, established businesses</p>
13:55 - 14:25	<p>Ingredients 6 & 7: Interactive Breakout Session Jon Downing & Tim Harrison, Lead Associates, Business Mix</p> <p>An opportunity for members to revisit and share their own elements for innovation</p>
14:25 - 14:35	Short break
14:35 - 15:00	<p>The Corporate Road Less Travelled: Embracing a startup mentality within large organisations Erin Bronstein, Chief of Staff, Pixoneye</p> <p>Explore from a leading tech startup the benefits of embracing a startup mentality and how to effectively implement this in large organisations.</p>
15:00 - 15:40	<p>The Corporate Road Less Travelled: Interactive Breakout Session Erin Bronstein, Chief of Staff, Pixoneye</p>
15:40 - 15:50	Closing Summary

[Register your place](#)

Any questions?

Contact Ram.lamba@dsmf.info for all enquiries or [get in touch here](#)