

## 2011 EVENT REVIEW

From 12<sup>th</sup>-15<sup>th</sup> October 2011, over 250 senior marketers, agencies and industry experts joined together on board the Aurora to debate the hot issues of the day, forge new partnerships and develop new personal networks.

Over the course of 2 days and 3 nights they participated in 2,455 meetings, attended numerous conference sessions and developed both their personal and business knowledge.

This event review covers just a few of the forum's highlights but if you would like any further details please get in touch – [dclark@richmondevents.com](mailto:dclark@richmondevents.com)

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### The Marketing Forum 2011 – key facts

Here is an overview of who attended the 19<sup>th</sup> annual Marketing Forum.

- Organisations' average annual turnover – **£557m**
- Average number of employees – **8,752**
- Average organisations' marketing budget – **£37.7m**
- Average personal marketing budget – **£6.1m**
- Average number of employees working in marketing function – **46**
  
- Top 10 areas of responsibility for buying at the event
  - Advertising / creative
  - Brand
  - Media
  - PR / Communications
  - Market Research
  - Design
  - DM
  - Digital
  - Marketing consultancy
  - Experiential

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### Don't take our word for it

Hear it straight from our customers...



"A worthwhile and valuable couple of days - there is no way I could meet the level and number of suppliers in a two day period in my regular working week so the time investment is well worth it. The conference programme is also well put together and informative and provides the opportunity to think differently about the day to day issues we face as marketers."

***European Head of Marketing, KPMG***



"A fantastic opportunity to broaden your network, develop your knowledge and thinking, discuss ideas for your business...and have fun!"

**Head of Marketing - Corporate & Institutional Bank, Royal Bank of Scotland Group**

"First time here. Great experience, useful and interesting ideas. A must event for senior marketers"

**Head of Brand, Bosch Ltd**

"Fantastic experience and extremely worthwhile. The sessions have been very informative and the meetings extremely useful. The opportunity to network with fellow industry marketers has also been extremely beneficial"

**Marketing Director, Honister Capital**

An excellent forum balancing really inspiring keynotes with great opportunities to meet a broad range of marketers from across verticals. Coupled with some really good leadership development sessions, this was 2 days very well spent.

**E-Commerce Director, TUI Travel**

"Excellent. Very useful meetings and key note speakers. An excellent event not to be missed."

**Head of Digital, 3M United Kingdom**

## Customer feedback

- The estimated value of business agencies expect to generate as a result of attending is **£234,615**.
- Of those clients who have attended in the past, **72% have placed orders with suppliers that they met on board**. The average amount of business they've placed is **£75,925**.
- The **top 5 spending areas** for clients in 2012 are digital, design, advertising, experiential and PR.



## Conference highlights

Across 30 different seminars, workshops and discussion groups delegates debated the top issues facing today's senior marketers.

### 2011 speaker line-up included...



## The Marketing Forum within the marketing industry

Each year we work closely with key associations from the marketing industry both pre-event and during; presenting popular sessions on the conference programme. For more information on any of these organisations please visit:

**The Marketing Society** – [www.marketing-society.org.uk](http://www.marketing-society.org.uk)

**ISBA** – [www.isba.org.uk](http://www.isba.org.uk)

**The IPA** – [www.ipa.co.uk](http://www.ipa.co.uk)



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## The Marketing Forum 2012

We are pleased to announce that next year's Marketing Forum will be our 20<sup>th</sup> anniversary. Our aim for the event is simple. We intend to put together 200 of the UK's most senior marketers and 70 of the leading agencies to join us on the Aurora from 10<sup>th</sup> – 13<sup>th</sup> October 2012.



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## The success of Comms.....

After a successful trial in 2011 we are pleased to announce that again in 2012 The Communication Directors' Forum will run alongside The Marketing Forum. Whilst the two events will still exist as separate entities, running them at the same time ensures we can take advantage of the natural synergies that exist within PR, communications and marketing, allowing us to promote some serious cross-fertilisation and thought-leadership.

We've become increasingly aware that time and budget run at a very high premium for our customers, so by bringing together these two events we can offer a much larger and more varied pool of people with whom to meet and share ideas.

## The great and the good

60 of the industry's most respected & innovative marketing agencies joined us on board the Aurora....

• 3 Monkeys Communications Ltd • 383 Project • 3Sixty  
• All Response Media • Banner Managed Communications • Big •  
• Brandit • Concise Ltd • Dragon Rouge • DRP Group • Emailvision (UK) Ltd • Epiphany Solutions Ltd • Evolution Live • Fortune Cookie • Freestyle Interactive • FreshNetworks • Gecko • Glass Page • Gravity London • Guava • Harvest Digital • Honey • Hunterlodge Advertising • Inferno • Iris Associates • J2\* • Jockey Club Racecourses • Kulu Valley • Limelight Sports • Lucre PR • Market Logic Software • Masius • Maverick • Net Media Planet • Oliver Marketing • ON24 • On Screen Productions Ltd • OPEN Text UK Ltd • Positive Digital • Positive Thinking • Publicity • Publicis Blueprint • Redeye • Search Laboratory Ltd • Sitevisibility • Spil Games • Steak • Stream • The 10 Group • The Association of Publishing Agencies • The Bank • The Broadcast Business • The Core • THE Edge Picture Company • The Leaflet Company • The Phoenix Partners • Tigervision Ltd • Trufflenet • Turnbull Ripley • TVC Group • Verve • WAA! • Watson Phillips Norman • Webloyalty • Zone Design & Marketing Ltd

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### The Marketing Forum 2011 Research Report

Each year The Marketing Forum produces a research report focussing on the industry. Including in the report are areas such as the following;

- What products & services are marketers buying?
- Budgets – where are they going?
- What issues are keeping marketers awake at night?
- What do marketers read, which websites do they view?

To order this free report please email [dclark@richmondevents.com](mailto:dclark@richmondevents.com)

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### Get in touch...

 [www.marketingforum.com](http://www.marketingforum.com)  
 [marketinguk@richmondevents.com](mailto:marketinguk@richmondevents.com)  
 [@Marketing\\_Forum](https://twitter.com/Marketing_Forum)  
 +44 208 487 2203

**The Marketing Forum will return from 10<sup>th</sup> to 13<sup>th</sup> October 2012, on board the P&O ship Aurora. If you'd like more information please get in touch.**