



B2B IGNITE

FROM B2B MARKETING

2 July
2025
London

Time	Session								
08:00 - 09:00	How can B2B marketers build commercial strategies that generate revenue, not MQLs? Breakfast Roundtable hosted by Propolis								
09:00 - 09:15	Welcome to B2B Ignite! Joel Harrison, <i>Co-Founder & Editor-At-Large, B2B Marketing</i>								
09:15 - 09:50	Riding the waves of economic sea change: Why 2025 is your pivotal moment Richard O'Connor, <i>CEO, B2B Marketing</i> , Susannah Streeter, <i>Head of Money & Markets, Hargreaves Lansdown</i> , & <i>Former BBC News Anchor</i>								
09:50 - 10:25	The standard bearers: Meet the marketers leading the way for the future of marketing								
10:25 - 11:00	The revenue gap report: Why B2B marketing is falling short on revenue (and how to fix it) Nick Mason, <i>Co-Founder & CEO, Turtl</i>								
11:00 - 11:25	Morning networking break								
	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 room 1	Skills development workshops room 2		
11:25 - 11:55	Agentic AI: A B2B game changer Andy Johnson, <i>Founder & Director of Client Strategy, HUT 3</i>	Why marketers aren't getting results: The B2B marketing gap Jade Tambini, <i>Founder & Marketing Course Leader, B2B Jade</i>	Session TBA	Why trust is now the most critical commodity in B2B marketing – and how to earn it Joel Harrison, <i>Co-Founder & Editor-At-Large, B2B Marketing</i>	5 secrets to influencing B2B audiences with psychology and behavioural economics	Workshop: From conflict to cohesion: practical methods for internal collaboration and external alignment Yeshim Harris, <i>Freelance Consultant & Trainer, & Senior Research Fellow, University of Kent</i>	Workshop: Is the buyer journey broken? Fiona McKenzie, <i>CEO, Zoe Brevis Client Services</i> Director, Revere		
12:05 - 12:35	Meeting buyers where they're at: Tailoring content to buyer journey using AI	Fuelling B2B brand success: Great storytelling with a sprinkle of AI magic Cath Brands, <i>Chief Marketing & Innovation Officer, Flintfox</i>	The art of building powerful proof points and influencing the board	The role of leadership in navigating the brand/demand dilemma Bray Leino	Ignorance is no longer acceptable in digital advertising Paul Collier, <i>Chief Marketing Officer, Funnel Fuel</i>				
12:45 - 13:15	The great AI debate: Is AI killing B2B marketing? [12:45-13:30] Featuring debaters from Bidwells, Cloud Direct, Gamma, Pegasystems, PwC, TCS	The power of human connection: How to engage customers with a focus on shared values Corinne Doherty, <i>Director ABM, Kyndryl UK & Ireland</i>	Thought leadership for sustainable business growth Man Bites Dog	Brand to demand: Learning to speak with one voice across functions Chris Bailey, <i>Ex ServiceNow</i>	Your GTM tech stack: The key to aligning marketing, sales and services	Lunch and learn: B2B Training Taster	Lunch and learn: B2B copywriting taster training David McGuire, <i>Advisor & Coach, B2B Copywriting & Creativity, Windhover B2B</i>		
13:15 - 14:15	Lunch								



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14:15 - 14:45	Transforming professional services with systems thinking (and AI) Ben Lee, <i>Head of Data & AI, Bidwells</i>	How Workbooks' award-winning campaign pulled the rug out from under its competition Dan Roche, <i>Chief Marketing Officer, Workbooks</i>	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, <i>Chief Marketing Officer, Bird and Bird</i>	From gut feel to growth: The art of blending data with intuition Emanuela Mafteiu, <i>Senior Digital Marketing Manager, Adam Preis, Director Product Solution Marketing, Ping Identity</i>	Workshop: Developing your personal brand to strengthen relationships Robyn Hartley, <i>Founder, Paperkite Media</i>	Workshop: The rise of GEO - adapting SEO strategies to gen AI-powered search Simon Schnieders, <i>Founder & CEO, Blue Array</i>
14:55 - 15:25	Why your pipeline is unreliable and how AI can fix it	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, <i>Managing Director & Chief Strategy Officer, alan. agency</i>	Data-driven personalisation 101: What to focus on and what to forget		
15:25 - 15:50	Afternoon networking break						
15:50 - 16:20	Keynote						
16:20 - 17:00	Closing Keynote						
17:00 - 18:00	Networking drinks reception						