



BIMA Beyond The Conference

BIMA Beyond | The Conference

On 28th September the BIMA community will come together for a step away from the routine, full day experience at **Ministry Venues** in London.

What to expect?

Hosted by **Mary Keane-Dawson**, award-winning **Business Leader, Coach & Mentor**; and **Simon Gill**, **EVP, Global Client Business Transformation at MRM//McCann**, BIMA Beyond offers industry-leading insight and inspiration as our expert speakers guide you through alternative perspectives that will help you better serve your future and unlock business advantage through looking at the world differently.

In seemingly uncertain times, fuelled by rapidly advancing technology, evolving business models and audiences ever changing expectations, it can all feel too much. However, the superpower we have, as a creative and technology community, is to think differently, and BIMA has curated a stellar programme to help hone this skill. We've pulled together a group of **thinkers, doers, and users** to challenge and inspire you in equal measure.

THINKERS. Dial into the new trends and the opportunities they reveal.

Michael Farmer (Farmer & Company LLC) will discuss the transformation required to keep pace with the evolving Ad-landscape; **Patricia McDonald (Dentsu Creative)** will be discussing the opportunity to build something new as old certainties fade away; **Katherine Templar-Lewis (Kinda Studios)** and **Alex Murrell (Epoch)** will share guidance for embracing uncertainty's potential, with refreshing take on of creative uniformity; and **Amy Kean (Good Shout)** will address industry activism, its pros and cons, and ways to amplify our impact for good.

DOERS. Gain actionable insights for the new tools, systems, and processes, being used by leaders. With **Steph Marques** and **Iva Johan (Bernadette)**, navigate the realm of design and systems thinking for successful product creation; **Anthony Pond (Territory Studio)**, offers a glimpse into the future of immersive experiences and what it means for your organisation; and **Tom Hall (Contented Brothers)**

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and **Carla Faria (Ex The Foundry)**, who will discuss driving growth through share of voice metrics, and share the benefits of unlocking personal growth in parallel with business strategies.

USERS. Learn from the people buying our services and hear how they engage with their customers. Joining our Client panel discussion is **Alberta Soranzo (Sage)**, **Jo Kane (Kyndryl)** and **Jayen Parmar (The College of Policing)**, to learn how they're approaching the post-Covid era, leaning into uncertainty, embracing new methods. They'll discuss their experiences, sharing what's worked, what hasn't and what they hope to see moving forward. We conclude the day with **Jack Constantine (Lush)**, to explore what it means for a brand to be antisocial and how to invent an ethical digital future.

Why come?

At BIMA, we think it's vital **to step away from the everyday now and again**. Whether you're a CEO or an intern, this event is for those who see the **value in looking ahead**. It's about refreshing that mindset and drive to achieve more, to skill up, to grow your culture and not be beholden to a busy schedule. Moreover, BIMA Beyond is about **being together**; it's as much about our vibrant community as it is about the brilliant content.

Who is the event for?

BIMA Beyond is not about targeting roles and levels of seniority, we're about the people who have the drive to exceed expectations and go beyond their job descriptions.

Expect to meet business leaders, creatives, technologists, strategists, and students, coming together with a desire to understand the bigger picture and meet other likeminded people.

Event details

- **When** 09.00-20.00 Thursday 28 September 2023
- **Where** Ministry Venues, 103 Gaunt Street, London, SE1 6DP
- **Tickets** [BOOK HERE](#)

Agenda

- 09.00 Registration, networking and breakfast
- 10.00 Welcome & introduction with **Simon Gill** and **Mary Keane-Dawson**
- 10.15 **Michael Farmer**, award-winning Author, Chairman and CEO of Farmer & Company LLC, *"The Pivot to Products and Productivity: The Productization of Agency Services is Key to the Future Success of Adland"*; followed by a Q&A with **Graeme Blake**, Founder & CEO of Blutui
- 10.55 **Patricia McDonald**, Chief Strategy Officer at Dentsu Creative, *"A Tale of New Cities"*
- 11:20 **Katherine Templar-Lewis**, Founder of Kinda Studios and Lead Scientist for Uncertainty Experts, *"Embracing Uncertainty"*

- 11.45 *Break & refreshments*

- 12.05 **James Cannings**, Chief Sustainability Officer at MSQ, *"Ignorance Is Not OK Anymore: Everything You Need to Know About Digital Carbon Footprints"*
- 12.30 **Steph Marques**, Head of UX at Bernadette & **Iva Johan**, Head of Strategy at Bernadette, *"Design Thinker or Systems Thinker - Which One are You?"*
- 12.55 **Anthony Pond**, UX Director, Territory Studio, *"Beyond the Big Screen - a Screenless Future"*

13.20 Lunch break, refreshments & networking

- 14.20 **Alex Murrell**, Strategy Director at Epoch, *"The Age of Average"*
- 14.50 **Tom Hall**, Founder at Contented Brothers & **Carla Faria**, Executive Coach and Ex MD of The Foundry, *"Make Yourself Heard - How Share of Voice Can Drive Growth, for You and for Your Brand"*
- 15.15 Client panel discussion with **Alberta Soranzo**, VP of Global Customer Experience at Sage, **Jo Kane**, Director, Microsoft Partnership Lead UKI at Kyndryl; and **Jayen Parmar**, Deputy Head of DDaT, Digital Solutions & Innovation Lead at The College of Policing; *"Winning with Clients"*

15.55 Break & refreshments

- 16.15 **Jack Constantine**, Chief Digital Officer at Lush, *"Small Tech Energy"*
- 16.45 **Amy Kean**, CEO and Creative Director of Good Shout, *"The Radical Act of Being Honest (and Why Our Voices Are More Powerful than We Realise)"*
- 17.15 Closing remarks
- 17.30 Drinks reception & Networking
- 20.00 End

Speaker details & session descriptions

 <p>MARY KEANE-DAWSON</p>  <p>SIMON GILL</p>	<p>Your hosts:</p> <p>Mary Keane-Dawson, award-winning Business Leader, Coach & Mentor, and 2022 BIMA Hall of Fame inductee</p> <p>Simon Gill, EVP, Global Client Business Transformation at MRM//McCann</p>
 <p>MICHAEL FARMER</p>  <p>GRAEME BLAKE</p>	<p>Michael Farmer, award-winning Author, CEO and Chairman of Farmer & Company LLC; & Q&A with Graeme Blake, Founder & CEO of Blutui</p> <p>The Pivot to Products and Productivity: The Productization of Agency Services is Key to the Future Success of Adland</p> <p>The traditional agency model is to equate value with the number of people, i.e. the total time spent on client work. AI, automation, and an influx of accessible marketing technology are quickly eroding the legitimacy of this model. With this in mind, Michael Farmer will discuss the transformation required to keep pace with the evolving Ad-landscape and then chair a panel discussion.</p>



Patricia McDonald, Chief Strategy Officer at Dentsu Creative

A Tale of New Cities

At Dentsu, they typically brim with excitement for the future. But this year feels a little different; on the one hand we read headlines every day that seem beyond the wildest sci-fi dreams, on the other we all see stories of power cuts, shortages, and regressive policies that can feel as if we're sliding backwards as a society.

For BIMA Beyond, Patricia will attempt to make sense of this most volatile and finely balanced of times. A look both at the challenges we face and the opportunities to build something new and different as old certainties fade away. She will explore the impact on culture, technology and society of a generation raised in world building platforms like Roblox and Minecraft; what does it mean to grow up with an intrinsic belief that you can build your own reality and write your own narrative.

For a generation raised in a world filtered by algorithms, is it more important to be interesting than to be relevant or relatable? Is fresh and authentic better than poised and perfect?



James Cannings, Chief Sustainability Officer at MSQ

Ignorance Is Not OK Anymore: Everything You Need to Know About Digital Carbon Footprints



Katherine Templar-Lewis, Founder of Kinda Studios and Lead Scientist for Uncertainty Experts

Embracing Uncertainty

Rooted in neuroscience, but relatable and inspiring, Katherine's talk unlocks an understanding of our relationship with uncertainty that'll empower us to transform how we navigate change. The applicable skills she'll offer will equip not just individuals, but teams too, to navigate this time of uncertainty turning it from a place of anxiety to opportunity with impacts across wellbeing, innovation and leadership at the level of the company.



Steph Marques, Head of UX at Bernadette & Iva Johan, Head of Strategy at Bernadette

Design Thinker or Systems Thinker - Which One Are You?

These two ways of thinking and problem solving can be invaluable within the world of creating digital products. However, most of us, individuals and organisations, lean towards just one of them. Discover the untapped power of Design Thinking and Systems Thinking at this mind-expanding talk that will expose the pitfalls of one-sided approaches and reveal why embracing both is the ultimate innovation catalyst you've been missing. For BIMA Beyond, Steph and Iva will show how they use principles from both design and systems thinking to unleash their creativity in the best way when tackling their clients' most complex product design challenges.





Anthony Pond, UX Director at Territory Studio

Beyond the Big Screen - a Screenless Future

Territory Studio gets to imagine futuristic UI designs for some of Hollywood's biggest directors on films such as Guardians of the Galaxy, Blade Runner 2046 and Dune. They're now increasingly working with brands to solve present-day and near-future technology design challenges.

For BIMA Beyond, Anthony will be presenting one of the latest examples of this where his team worked with Audi to imagine the future of car interior experiences, both designing and building a practical, working screenless Human-Machine-Interface concept using mixed reality technologies.



Alex Murrell, Strategy Director at Epoch

The Age of Average

In the early 1990s, two Russian artists polled the public on what they wanted in a work of art. Across 11 countries they then set about painting a piece that reflected the results. There was only one problem. Every picture looked the same.

For BIMA Beyond, Alex's talk argues that the landscapes Komar and Melamid painted have become the landscapes in which we live. From film to fashion and architecture to advertising, creative fields have become dominated and defined by convention and cliché. In every field we look at, we find that everything looks the same. Welcome to the age of average. Let's dive in.



TOM
HALL



CARLA
FARIA

Tom Hall, Founder at Contented Brothers
& Carla Faria, Executive Coach and Ex MD of The Foundry

Make Yourself Heard - How Share of Voice Can Drive Growth, for You and for Your Brand

In these turbulent (terrifying/chaotic/challenging) times, strong and stable growth for your business can seem like a dream but is an achievable one with the right metrics in place and the right strategy to deliver them. While we don't claim to be able to deliver them all, the share of organic voice is the holy metric that we are designing our business to deliver for clients.

However, it's easy to forget in the endless chat about AI, automation and the imminent obsolescence of the workforce, that businesses are still made up of people. So, for this presentation, Contented Brothers have partnered with recovering media industry leader and current superstar coach, Carla Faria to offer relevant tips for personal growth alongside their strategies for business growth.



Client panel discussion with **Alberta Soranzo**, VP of Global Customer Experience at Sage; **Jo Kane**, Director, Microsoft Partnership Lead UKI at Kyndryl; and **Jayen Parmar**, Deputy Head of DDaT, Digital Solutions & Innovation Lead at The College of Policing

Winning with Clients

Find out how forward-thinking clients are harnessing the power of AI, Machine Learning, and Web 3.0; and understand how to effectively position your service amidst these rapid evolutions.



Join this panel discussion to hear how to win with clients. Here, our speakers will shed light on what clients truly seek from their partners in today's digital age. We're thrilled to have onboard three esteemed digital voices. With their extensive experience across public and private sectors, managing successful agencies, and navigating the intricacies of digital procurement, they're here to share invaluable insights.



Together, we'll delve into the heart of what clients really expect from their agency partners.



Jack Constantine, Chief Digital Officer at Lush, and 2023 BIMA Hall of Fame inductee

Small Tech Energy

Having recently embarked upon a Big Tech Rebellion, Lush are pushing the boundaries of innovation at the intersection of cosmetics, activism and technology by exploring what it means to be anti-social and inventing an ethical digital future.



Amy Kean, Creative Sociologist, Strategist, Poet, bestselling Author, CEO & Creative Director of Good Shout; and 2023 BIMA Hall of Fame inductee

The Radical Act of Being Honest (and Why Our Voices Are More Powerful than We Realise)

In this session, Amy will talk about the realities, the pros and the cons of industry activism, and how we can all work together to give our words and behaviours more impact, for good.