

# LEAD 2023

**ADVERTISING  
ASSOCIATION**

**IPA**  
Incorporated  
by Royal Charter

**I S B A**

**THE ADVERTISING INDUSTRY'S SUMMIT**

25 January 2023 | Event programme

# INTRODUCTION

The Advertising Association, IPA and ISBA will hold our annual industry summit on 25 January at the Odeon Luxe Leicester Square. LEAD 2023 will build on the legacy of the AA's flagship event, which has run since 2012, and the success of RESET 2021 and RENEW 2022, held during the pandemic.

LEAD will look at the UK's economic outlook and the industry's biggest themes, tackling talent and how the industry can build an advertising workforce to meet changing demands; advertisers' accountability; how advertising can be even more effective; how creativity can be an accelerator for growth and more.

Returning in person after a two-year absence, LEAD will assemble 300+ senior advertising professionals across our combined memberships which together cover the entire advertising landscape. The event will also be streamed online.



# AGENDA

---

**08:30**      **REGISTRATION & COFFEE**

---

**09:15**      **WELCOME FROM OUR HOST**  
Nina Hossain, Broadcaster & Journalist

---

**09:20**      **MINISTER'S KEYNOTE**  
Exclusively for LEAD, the culture secretary will outline the government's vision and key priorities for our sector in the run-up to the General Election  
**Michelle Donelan, Secretary of State for Digital, Culture, Media & Sport**

---

**09:30**      **OPPOSITION KEYNOTE**  
The Shadow SoS will set out Labour's agenda and aspirations for the creative industries  
**Lucy Powell, Shadow Secretary of State for Digital, Culture, Media & Sport**

---

**09:40**      **POLITICAL KEYNOTE**  
TalkTV's Political Editor will deliver an exclusive talk for LEAD on the latest news and developments from inside Westminster, followed by audience Q&A  
**Kate McCann, Political Editor, TalkTV**

---

**10:05**      **INVESTING IN OUR TALENT'S FUTURE**  
Talent is the lifeblood of UK advertising and our industry provides a good hunting ground for people with different creative and business skills. This session will share the work of the AA's Talent Taskforce, including new research by UK advertising thinktank, Credos, and set out the strategies to be delivered by the AA to help companies recruit and retain the best talent.  
**Alessandra Bellini, CCO, Tesco; President, Advertising Association**

---

**10:20**      **10X-ING GROWTH THROUGH CREATIVITY**  
In this era of permacrisis, as we seemingly lurch from one unprecedented event to the next, the world has never been more in need of creative solutions to difficult problems. This session will show what the best advertisers and agencies are capable of in accelerating growth - both for business and for wider society - when they trust in the power of creativity.  
**Julian Douglas, International CEO & Vice Chairman, VCCP; President, IPA**

---

**10:35**      **MARKETING IN UNPRECEDENTED TIMES - HOW EFFICIENCY AND EFFECTIVENESS ARE KEY**  
We are all working in unprecedented times. Economic and political upheaval is impacting every corner of the UK . The combination of this and global uncertainty has meant our current reality is volatile and complex. So how can marketers respond and what tools do they have that will allow them to take some control in a seemingly uncontrollable environment?  
**Margaret Jobling, CMO, NatWest; President, ISBA**

---

# AGENDA

---

## 10:50 PRESIDENTS' PANEL

The three Presidents sit down with our host to tackle the big issues facing the industry and answer your questions.

- Alessandra Bellini, CCO, Tesco; President, Advertising Association
  - Julian Douglas, International CEO & Vice Chairman, VCCP; President, IPA
  - Margaret Jobling, CMO, NatWest; President, ISBA
  - Nina Hossain, Broadcaster & Journalist
- 

## 11:15 NETWORKING COFFEE BREAK

---

## 11:45 NAVIGATING THE ECONOMIC HEADWINDS IN THE UK MEDIA MARKET

We are facing a time of complete uncertainty with the cost of living crisis, single digit growth and recruitment freezes. How do media leaders navigate these – and more - challenges to maintain the UK's position as the global hub for advertising and marketing services?

- Zaid Al-Qassab, CMO, Channel 4
  - Nick Baughan, Director of Business Partners, Meta
  - Anna Bateson, CEO, The Guardian
  - Michaela Jefferson, News Editor, Marketing Week
- 

## 12:10 ADVERTISING'S ROLE IN THE NET ZERO ECONOMY

The climate emergency is the most pressing issue affecting us all, and the advertising industry can play a huge role in driving positive change. This session will look at why change is needed now, and how the industry can support businesses and people to build a more sustainable future. Featuring The Sky Zero Footprint Fund and the 2022 winners, Serious Tissues.

- Seb Munden, Chair, Ad Net Zero
  - Sarah Jones, Director of Planning, Sky Media
  - Chris Baker & Martin McAllister, Founders, Serious Tissues
- 

## 12:30 BECOMING AN ALL IN CHAMPION & ACCELERATING INCLUSIVITY IN THE WORKPLACE

Following 2021's All In Census – the first inclusion survey of the industry's workforce which had over 16,000 responses, hear from an industry leader on how they used the All In actions to help shape and accelerate their agency group's DEI journey, the impact of becoming an All In Champion, and the steps we can all take to create a workplace where everyone feels they belong.

- Dan Wilks, Research Consultant, Credos
  - Dan Clays, CEO, Omnicom Media Group UK
  - Natalie Trye, BRiM Lead | Client Councils & Industry Trades, Meta
  - Mimi Okorie, Account Director, Hearts & Science
  - Stephen Woodford, CEO, Advertising Association
- 

## 13:00 NETWORKING LUNCH

---

## 14:00 END OF EVENT

---

# SPEAKERS



**Nina Hossain**

Broadcaster and  
Journalist



**Michelle Donelan**

Secretary of State for  
Digital, Culture, Media  
and Sport



**Lucy Powell**

Shadow Secretary of  
State for Digital, Culture,  
Media and Sport



**Julian Douglas**

CEO & Vice Chairman,  
VCCP; President, IPA



**Kate McCann**

Political Editor, Talk TV



**Alessandra Bellini**

Chief Customer Officer,  
Tesco; President,  
Advertising Association



**Margaret Jobling**

CMO, NatWest;  
President, ISBA



**Zaid Al-Qassab**

Chief Marketing Office  
and Inclusion & Diversity  
Director, Channel 4



**Anna Bateson**

CEO, The Guardian



**Nick Baughan**

Director of Business  
Partners, Meta



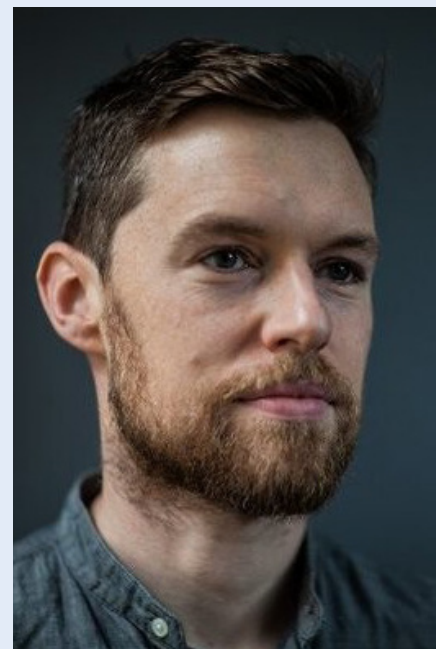
**Michaela  
Jefferson**

News Editor,  
Marketing Week



**Seb Munden**

Chair, Ad Net Zero



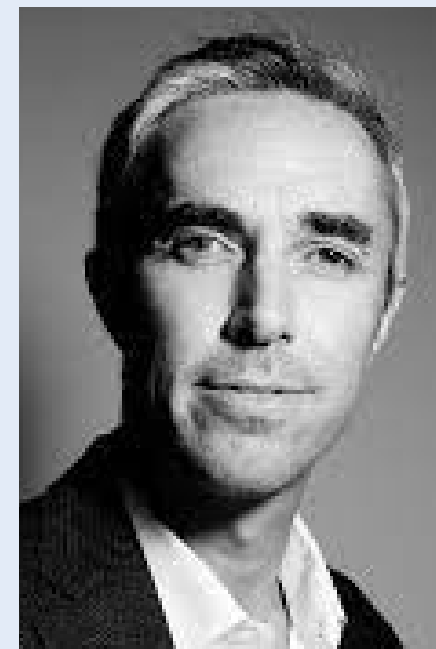
**Martin McAllister**

Founder,  
Serious Tissues



**Natalie Trye**

Global Lead, BRiM,  
Meta



**Chris Baker**

Founder,  
Serious Tissues



**Sarah Jones**

Director of Planning,  
Sky Media



**Dan Wilks**

Research Consultant,  
Credos



**Dan Clays**

Chief Executive,  
Omnicom Media  
Group UK



**Mimi Okorie**

Account Director,  
Hearts & Science



**Stephen  
Woodford**

CEO, Advertising  
Association

# HAVE YOU GOT YOUR TICKET YET?

## COMPANIES ATTENDING INCLUDE:

Abbott  
Accenture Song  
AJM Consulting  
Alchemists Marketing  
Advisory  
Aldi  
Alliance of Independent  
Agencies  
AOP  
ASA  
Asbof  
Avenir Network LTD  
Aviva  
BBC  
BBH  
Beam Suntory  
BEIS  
Bel  
BHF  
British Gas Energy  
BT  
Camelot UK Lotteries Ltd  
Campaign  
Claire Randall Consulting  
Clear Channel  
Co-op  
CAP  
ControlVexposed  
Creativebrief  
Creative Salon  
Crown Commercial Service  
Daily Mail  
Deconstruction  
Diageo  
Digital Cinema Media  
Direct Line Group  
Drummond Central  
Ebiquity  
Enders Analysis  
EssenceMediacom  
ExchangeWire  
Fenestra  
Financial Progression Ltd  
First Direct  
Fold7  
GB News  
Generation Media  
giffgaff  
Global  
Grace Blue  
Hearst UK  
Heineken  
IAB  
ID Comms  
Imagination  
ITV  
Jaguar Land Rover  
Just Eat  
Kimberly-Clark  
Legal & General  
Leith Agency  
Lloyds Banking Group  
Lucky Generals Ltd  
MADE.com  
MarketReach  
MBAstack  
Media for All  
Mediabrand Limited  
MediaCat Magazine  
MediaMonks  
Merkle  
Meta  
Mondelez  
MoneySuperMarket  
MullenLowe  
NABS  
NMA  
Nomad Foods  
Ogilvy  
Ogury  
Paysafe  
Pearl & Dean  
Pendragon Plc  
PepsiCo  
Phoenix Group  
Pinterest  
PwC  
Radiocentre  
Reckitt  
Samsung  
ScotRail  
Shell  
Sky Media  
Snap Inc  
Specsavers  
Tag  
Teads  
Tesco Plc  
The Aperto Partnership  
The Body Coach  
The Gate  
The Market Research Society  
The Observatory International  
The Times  
the7stars  
Thinkbox TV Ltd  
TikTok UK  
TUI UK  
UKOM  
Unilever  
Vodafone  
Waitrose Ltd  
Warner Bros. Discovery  
Whistl Doordrop Media  
Wunderman Thompson  
Zenith  
Zurich UK

# THANK YOU TO OUR PARTNERS

## PLATINUM PARTNER



## GOLD PARTNERS

*Teads*

 Meta

*News* UK

# PRAISE FOR OUR PREVIOUS EVENTS

“Well done on a brilliant RENEW conference. Maybe one of the best yet focussed on the sustainability of our industry. Stimulating discussion after stimulating discussion that tackled the big issues head on!”

**Jane Asscher, CEO, 23red**

“Congratulations on a great RESET 2021. I sat through every minute & thought it was outstanding, with some terrific highlights”

**Mark Howe, former Managing Director, EMEA Agencies, Google**

“Thank you so much for a superb LEAD this morning. Such a thought-provoking, galvanising and entertaining series of presentations of content. Excellent speakers all round! Your best LEAD yet, I’d say.”

**Kerry Glazer, Chair, AAR**

**[BOOK YOUR TICKET FOR LEAD HERE](#)**