

# AGENDA

## 08.30-09.15

### BREAKFAST

Catch up with your counterparts over a cup of coffee or two

## 09.15-09.30

### WELCOME TO MBD LEADERS, AND WHAT TO EXPECT

Our chair will set the scene and briefly explain the rules of engagement

*Josh Adcock, editor, Briefing*

## 09.30-10.10

### MARKET AND ECONOMIC OUTLOOK 2023 – IMPACT OF THE ENERGY SHOCK

- The UK, like the rest of Europe, is heading into a very difficult winter, with higher energy costs hitting households, businesses and public services
- Government support may help, but will increase borrowing as rates rise
- What should we expect for UK growth, inflation and interest rates?
- With a new PM and stated policy directions, which parts of the economy will see the most challenges and opportunities?

*Liz Martins, senior economist, HSBC*

## 10.10-10.45

### ACHIEVING AN MBD-ALIGNED DATA STRATEGY

It's time to talk to one another about a key area identified as a common challenge. Introduce yourselves and your firms, swap perspectives on problems or obstacles, and work together to identify some potential solutions. A facilitator has been appointed to steer and capture key points on coloured paper and flip-charts to feedback after the event.

- How can the MBD function best influence and shape a data strategy that delivers against CRM and BD goals? How should it be developed, and the volume of change handled? What are the crucial pillars to have in place?
- Where are incumbent systems, legacy processes, or traditional business structures, hindering data efforts? Where are you prioritising investment of funds or time in improvement, and what's frustrating your progress?
- Where do you see the biggest opportunities for access to more reliable, timely or actionable data to change the game for MBD at a time of change and uncertainty?

## 10.45-11.10

### COFFEE STOP

Refuel and revisit what we've learned so far with some new faces

**Tuesday 11 October 2022**

Kingsley Napley

20 Bonhill Street

London EC2A 4DN

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## 11.10-11.25

### STRATEGY BEFORE STRUCTURE TO STRENGTHEN RELATIONSHIPS

- The drop-out problem – How to mitigate as in-person activities transitioned to virtual, hybrid, and back to in-person
- The saturation problem – How to stand out when the pandemic has driven convergence on digital channels
- The people problem – Firms are rebuilding MBD teams as growth requires rapid investment in talent. But this is driving salary inflation – which alternative resourcing might work?

*Leor Franks, business development and marketing director, Kingsley Napley*

## 11.25-12.00

### CHOOSE YOUR OWN ADVENTURE

You've pre-selected another topic of particular interest given your current strategy/roadmap/challenges. Get better acquainted with another group of leaders and get exchanging! The same Briefing roundtable rules apply.

### BUILDING MBD TEAMS OF TOMORROW – WHO DO YOU MOST NEED, AND WHERE TO FIND THEM?

- How have the pandemic, and now hybrid working, affected the talent mix of your optimum MBD team?
- Where are the challenges and opportunities when investing in more people with more capabilities – eg, digital, data, CRM – when expanding roles, managing new remits or redeploying skillsets?
- How are your changing needs affecting how you hunt for talent and building of the business case?

### CHANGING THE RATIO – THE HYBRID BD BLEND

- From email to conversion, invite to attendance, how are hybrid-working clients changing or challenging routes to reach and nurture them?
- What are the risks with information overload/digital fatigue today, and how can you try to mitigate them?
- Where could you change process or turn to tools to protect or boost personalisation and relevance when reaching out and retaining interest?

## 12.00

### MORNING WRAP-UP

