Beat: Business

LEAD SUMMIT 2018 - Growth Beyond BREXIT

25 January 2018 at Kings Place (London)

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USPA NEWS - At the Advertising Industry´s Annual Summit, was hosting a Diverse Line up of Industry Folk, Politicians and Business Leaders to tackle the burning questions around the topic currently reaching fever pitch in the UK : BREXIT. Focusing more specifically on "˜Growth Beyond Brexit´ the Speakers were engaging you in Debate, speculate on what the Future of UK Advertising holds and offer up Expert Viewpoints. The Event was focusing on how Agencies, Brands and Media as a United Force can support Growth and identify the United Advertising Industry´s Joint Priorities for a renegotiated UK-EU Relationship....

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During the Summit, the Speakers were trying to give an Answer or a Hint of it, from the Following Core Questions :
* What is the economic outlook and how should this affect our planning?
* How are leading companies (media owner, agency and brand) looking at their strategy in light of Brexit ? What changes are they making to prepare and what can we all learn from them ?
* Leaving aside the rest of the world, what can we do to make the most of the opportunity for domestic growth across the UK?
* At a time when pressure is growing on businesses to justify every bit of spend, are we properly confronting the difficult issues facing the sector "" from transparency to measurement? How is advertising currently seen in the boardroom ?
* How can we continue to attract and develop the right talent to remain a truly global hub for advertising? How may Brexit affect our ability to keep the flow of international talent that helps to make London and the UK such a successful global centre?
* Is advertising delivering adequately for the world´s biggest brands? How is the landscape changing and how do we need to adapt to respond ?

The Speakers were :
* Vicky Pryce
Former Joint Head of the UK´s Government Economic Service.
* Stefan Feitoza
Northern Europe Marketing Director at Procter & Gamble.
* Andy Street
Conservative Mayor of the West Midlands.
* Chuka Umunna
Labour MP for Streatham & Former Shadow Business Secretary.
* Adam Parsons
Sky News Business Correspondent.
* Alex Mahon
CEO of Channel 4
* Karen Fraser MBE
Director of Credos.
* James Murphy
Adam & EveDDB Founding Partner & Advertising Association Chairman.
* Manjiry Tamhane
Global CEO of Gain Theory.
* Keith Morgan
CEO of British Business Bank.
* Steve Richards
Columnist, Author, Broadcaster, and Presenter for Rock n´ Roll Politics.

* Stephen Woodford
CEO of Advertising Association.
* Siobhan Kenny
CEO of RadioCentre.
* Alan Erskine
Managing Director of Credit Suisse.
* Nick Manning
Former Chief Strategy Officer at Ebiquity.
* Michelle McEttrick
Group Brand Director at Tesco.
* Andy Duncan
President of Advertising Association.
* Lindsay Pattison
WPP Chief Transformation Officer.
* James Wildman
CEO of “ŽHearst UK.

ABOUT : The Advertising Association are the only Organisation that brings together Agencies, Brands and Media to combine Strengths and seek Consensus on the Issues and Opportunities that affect them. Through Engagement and evidence-based Debate they aim to build Trust and maximise the Value of Advertising for all concerned. There are nearly Thirty UK Trade Associations representing Advertising, Media and Marketing. Through the Advertising Association they come together with a single-voice when speaking to policy-makers and influencers.

Source : LEAD SUMMIT 2018 - Growth Beyond BEXIT. 25 January 2018 at Kings Place (London).

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