

# MCA. MARKETING conference

Thursday 15 November 2018  
30 Euston Square, London

Challenging times:  
unconventional thinking

## AGENDA

### 09.00 REGISTRATION

Arrival, tea & coffee

### 10.00 Welcome address

Jill Livesey  
managing director, MCA & HIM Insight

### 10.10 Challenging times: unconventional thinking

Panel chaired by Simon Stenning, MCA  
featuring:



● Ben Forbes  
marketing director, Essential Cuisine



● Nicola Mills  
foodservice marketing director, EBS Group



● Morgane Thouvenel  
head of B2B marketing, Leathams



● Katy Watts  
on-trade category manager, Britvic Soft Drinks

### 10.50 Standing out in a crowded space

Martin Williams  
chief executive officer,  
Gaucho & M Restaurant Groups



### 11.10 How to wrap a cat

Elit Rowland  
trade communications & social media,  
JJ Foodservice



### 11.30 COFFEE BREAK

### 11.50 Building a brand

Q&A led by Simon Stenning, MCA  
featuring:



Nisha Katona  
founder & chief executive officer,  
Mowgli Street Food

### 12.15 Foodspark trends

Interview hosted by Tom Lee, Food Spark  
featuring:



Arnaud Kaziewicz  
director of food and beverage, EAT

### 12.40 Influencer marketing for launch of a new product

Kamila Sitwell  
founder, Kolibri Drinks



### 13.00 LUNCH

### 14.00 Marketing on a shoestring

Panel chaired by Finn Scott-Delaney, MCA  
featuring:



● Brittney Bean  
co-founder, Mother Clucker



● Carl Morris  
co-founder & Director, Yard & Coop



● Liam O'Keefe  
brand director, Bleecker Burger

### 14.40 Commercialising the customer journey

Mike Bell  
59 Club



### 15.00 Marketing to the changing consumer needs

Josh Ford  
client services director, MCA & HIM Insight



### 15.20 Taking 170-year-old brand forward

Anna Fenten  
marketing director, Searcys



### 15.40 Generational futureproofing

Chloe Combi  
co-founder, ZED



### 16.00 CLOSE & DRINKS RECEPTION

Brought to you by:



Partnered by:

