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Now in its 4th year, our 2019 Annual Conference will explore the growing customer change from passive recipient to active shaper of content & products. We'll take a look at the science of ratings, reviews & likes; dig into customer-generated products; see what they like & expect; and showcase exactly what good looks like.



08:30 - 08:45 **Registration**

Section One: You and Your Customers

08:45 - 09:20 **Introduction & Welcome** **Holly Mackay, CEO of Boring Money**

09:20 - 10:00 **Keynote Speaker** **Nathalie Nahia, Author of Webs Of Influence**
Nathalie will examine the ethics of data sharing, and how to successfully navigate rising expectations for personal ads, as well as demands for privacy.

10:00 - 10:30 **How to create a community** **Panel Discussion**
What makes a community-led business model successful?
Richard Cook, Online Community Manager at Monzo Bank
Viktor Nebehaj, CMO of Freetrade
Simon Martin, Chief Commercial & Data Officer at Mumsnet

10:30 - 11:00 **CEO Interview** **Martin Gilbert,**
Vice Chairman of Aberdeen Standard Investments (under invite)



11:00 - 11:20 **Coffee Break**

Section Two: The Power of Influence

11:20 - 11:50 **Sarah's Law and Wot Won It** **David Dinsmore,**
COO of News UK (under invite)
As former editor of The Sun, David will examine the strength of the masses, the power of newspaper headlines and the responsibility of influence.

11:50 - 12:20 **The Nine Faces of Influencer Marketing** **Oliver Lewis,**
Managing Director of The Fifth (under invite)
'Influencer marketing' pro Oliver, will answer financial briefs using nine faces of influence to link brands with storytellers who resonate with their target.

12:20 - 12:50 **Insights from our sponsor** **Andy Masters,**
Partner at Deloitte





12:50 - 13:50

Lunch Break

Section Three: Keep it Personal

13:50 - 14:10 **It's About Language** **Sven Hughes, Founder of Verbalisation**
 Strategic communications consultancy Verbalisation harnesses psychological & behavioural audience insights to help clients relate to customers better.

14:10 - 14:30 **It's About The Journey** **Caroline Hughes, Co-Founder of Lifetise**
 Lifetise's tools help users plan to afford their life goals. Playing out various life scenarios tangibly demonstrates how different choices impact personal goals.

14:30 - 14:50 **Make It Feel Like Magic** **Tim Jablonski, Product Director at EValue**
 Tim will use concepts from personalised video and goal planning, to explain complex investment pathways in a way which makes it feel like magic.

14:50 - 15:20 **Fireside chat** **Ross Dalzell, Head of Digital Investment Platforms at Barclays**
 Ross will discuss how to approach personalisation when you have so many customers, with so many needs. And as a bank - what is your responsibility?

15:20 - 15:50 **Customers are a Reflection of your Internal Culture** **Andrew McMillan, Former Head of Customer Service at John Lewis**
 Former head of John Lewis' demographic analysis Andrew, believes customer experience reflects internal culture. It can't be learnt by unhappy companies.



15:50 - 16:10

Coffee Break



Section Four: Brand Responsibility

16:10 - 16:30 **Trust, Power and PR in Financial Markets** **Dr Clea Bourne, Senior Lecturer at Goldsmiths, University of London**
 66% of consumers say it's important for brands to take public stands on social & political issues. Meanwhile finance fixates on 'trust' without gaining it.

16:30 - 16:50 **The Beautiful Story of Ethical & Social Impact Investing** **Jill Jackson, MD of The Big Exchange**

16:50 **Q&A with the demos & the audience votes**

17:00 **Final thoughts** **Holly Mackay, CEO of Boring Money**
 Holly will tie together a summary of the day, highlighting some of the most striking learnings, stats and facts for us all to take away as a challenge!



17:30 - 19:30 **Drinks and networking**

Email carmel@boringmoney.co.uk or head to www.boringmoneybusiness.co.uk/events/2019-annual-conference to book.

Tickets - **£595** +VAT or **£295** +VAT for advisers and start-ups