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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.



08:15 - 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 Nahai, 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 **Fretrade**

Simon Martin, Chief Commercial & Data Officer at **Mumsnet**

10:30 - 11:00

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?



11:00 - 11:25

Coffee Break

Section Two: The Power of Influence

11:25 - 11:50

Insights from Deloitte

Andy Masters, Partner at **Deloitte**

11:50 - 12:30

Fireside chat: The Nine Faces of Influencer Marketing

Oliver Lewis, Managing Director of **The Fifth**

Jess Markwood, Content & Strategy Director of **The Fifth**

Carmel will chat to Oliver and Jess. They will answer a financial campaign brief with an influencer sharing how they engage with their following and gain trust.

12:30 - 12:50

Language Influences Everything

Sven Hughes, Founder of **Verbalisation**

Strategic communications consultancy Verbalisation harnesses psychological & behavioural audience insights to help clients relate to customers better.





12:50 - 13:50

Lunch Break

Section Three: Keep it Personal

13:50 - 14:10

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.

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

TBC

TBC



15:20 - 15:45

Coffee Break



Section Four: Brand Responsibility

15:45 - 16:15

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.

16:15 - 16:45

The Beautiful Story of Ethical & Social Impact Investing

Jill Jackson,
MD of **The Big Exchange**

Jill will discuss how The Big Exchange connects consumers to impact investing, with the aim to create a good financial return as well as positive change.

16:45 - 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!



17:00 - 19:00 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