

**WELCOME TO**

# **The MarTech Summit London**

**THE MARTECH  
SUMMIT**



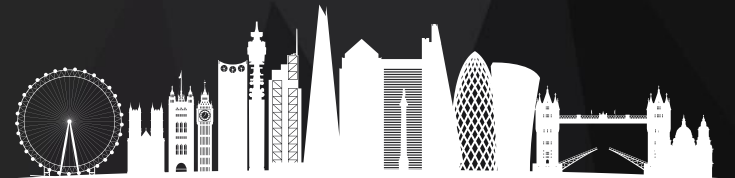
#TheMarTechSummit | London | 17 & 18 November 2022

# The MarTech Summit London

## Event Opening



CATHERINE COLLINGE  
Event Director  
The MarTech Summit Team



# The MarTech Summit London

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**story**teq

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EPAM  
CONTINUUM

 **CRIMTAN**<sup>®</sup>  
Intelligent lifecycle marketing

**SNIPP!**

 Talkwalker

 **LILT**

 **ClickUp**

 AdTonos

 webeo

 OneSignal

 ReBid

mentionme

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 SPIDER AF

# slido



**Which is your favourite festive TV ad or the one you are most looking forward to?**

# slido

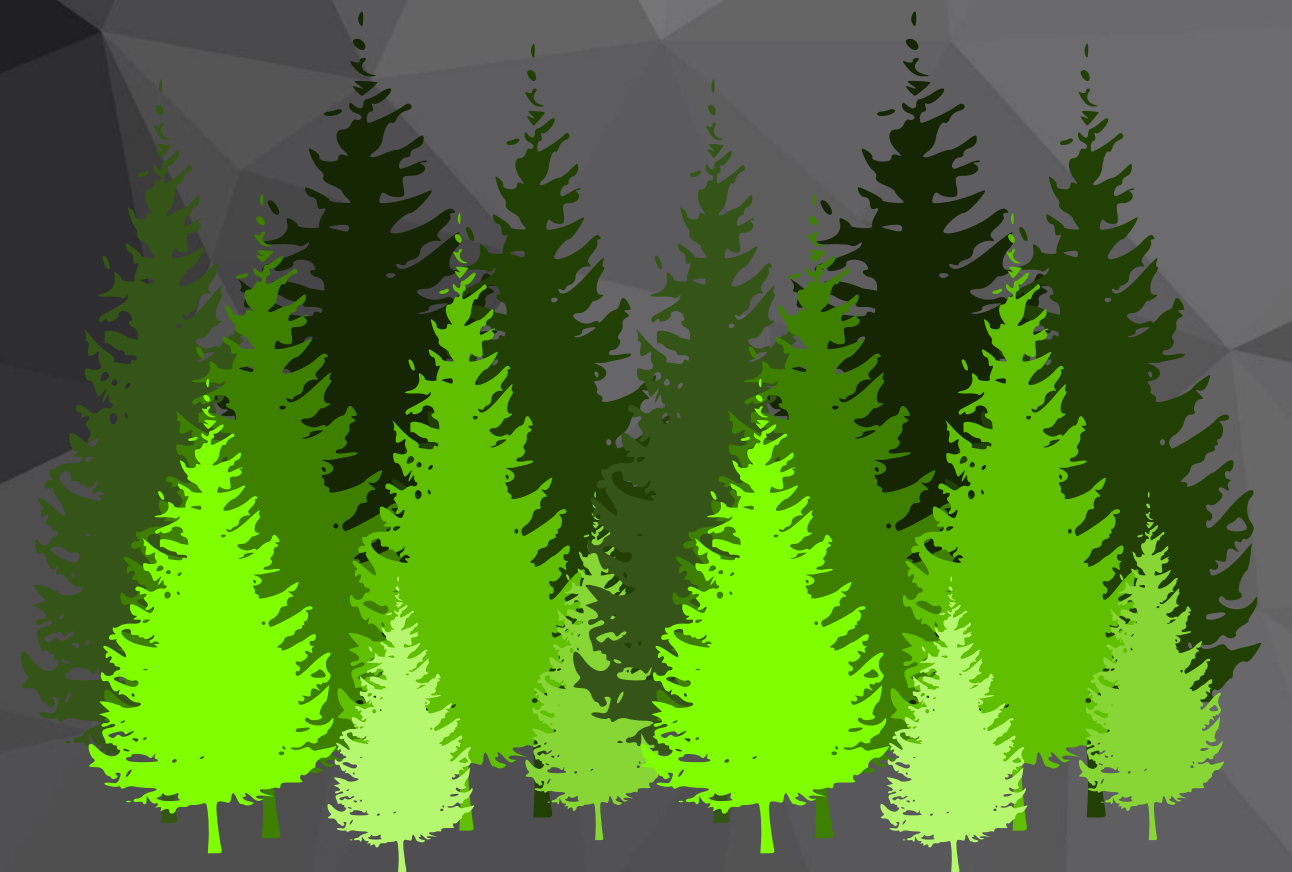


**What's your favourite tree?**

# CHECK OUT THE MARTECH SUMMIT FOREST!

In Partnership With  treedom®

Collect Your **Treecode** at the Registration Desk  
to Claim Your Tree!



SCAN FOR QUIZ  
WIN A **NINTENDO SWITCH!**



**Winner Announced at 17:25 in Main Session Room**

Find the link to the quiz on the Agenda too

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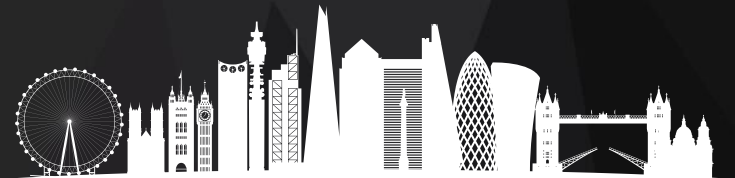
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# The MarTech Summit London

## Chairperson Opening - Day 1



SUE MOUNTFORD  
CEO  
Team ITG





**Good morning**

INSPIRED THINKING GROUP

A little bit about us...

**teamitg**<sup>™</sup>

Sue Mountford, CEO

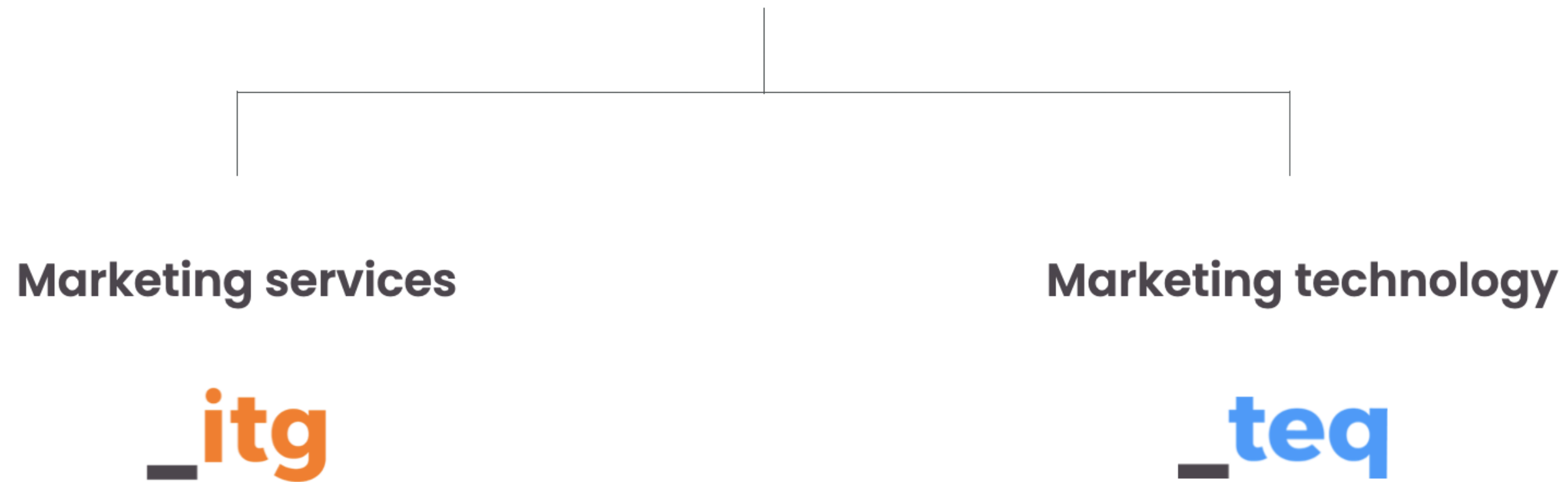


Just some of the brands we are proud to work with...



INSPIRED THINKING GROUP

**One vision:** To revolutionise the way brands do marketing. **Two engines:**





Innovation & future thinking



Strategy & Creative



Digital Marketing & activation



Apps & websites



Data, CX, CRM & insights



Photography & film



Creative Production



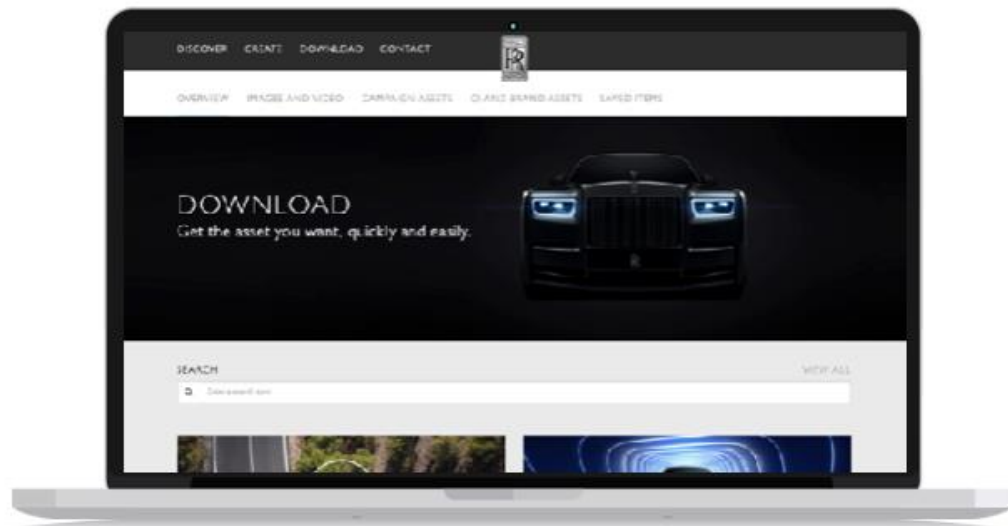
Digital & Print Management



Marketing Technology

We are transforming the way our clients do marketing with our tech-powered, connected services

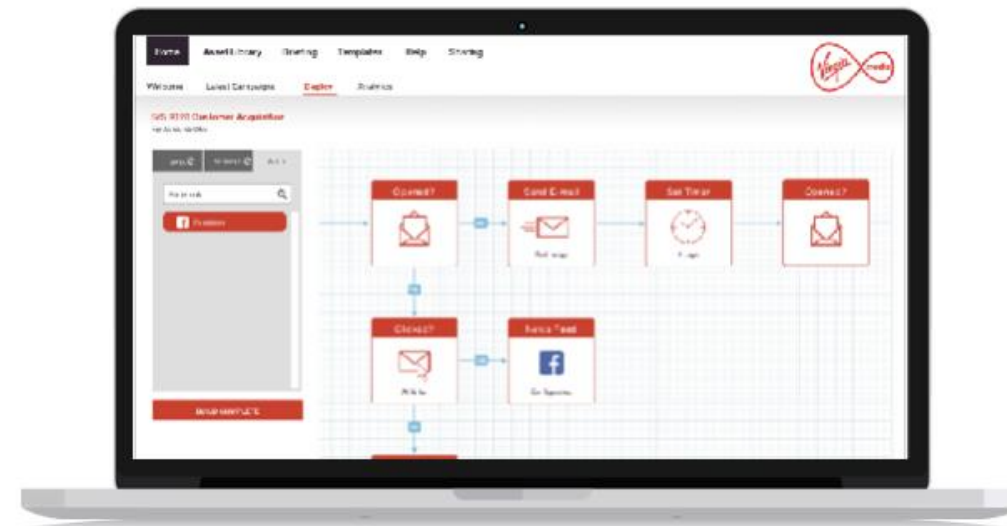




Creative marketing operations platform  
MWM, CMP, DAM

**storyteq™**

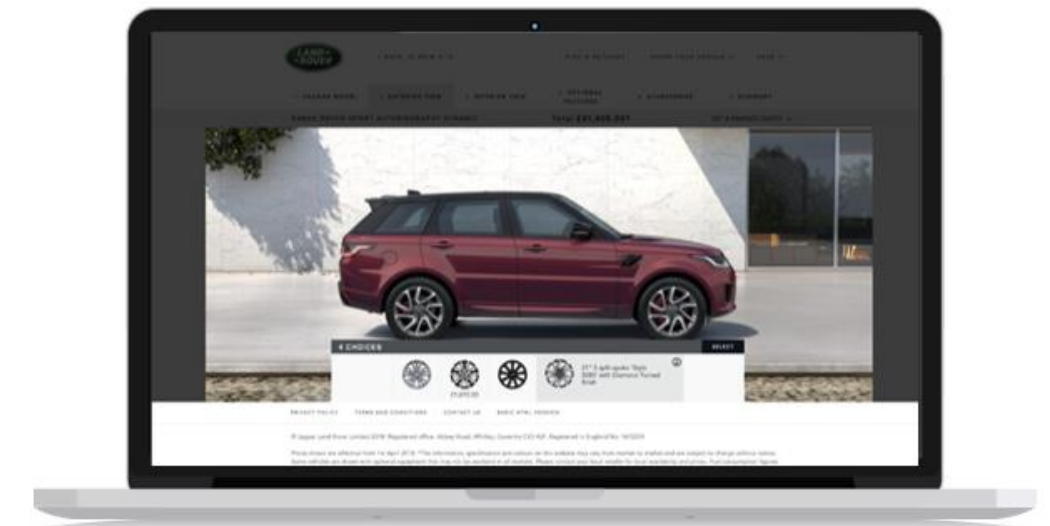
FORMERLY CANOPY CLOUD



Customer engagement platform  
MMH

**deployteq™**

FORMERLY CANOPY DEPLOY



Configure, price, quote platform  
CPQ

**configteq™**

FORMERLY CANOPY CONFIG



“We’re creating stories at  
unlimited scale,  
on every channel  
and in every market”

**storyteq**<sup>™</sup>

Guido Derkx, CCO

# Enjoy the event

We're here if you want to chat!

INSPIRED THINKING GROUP

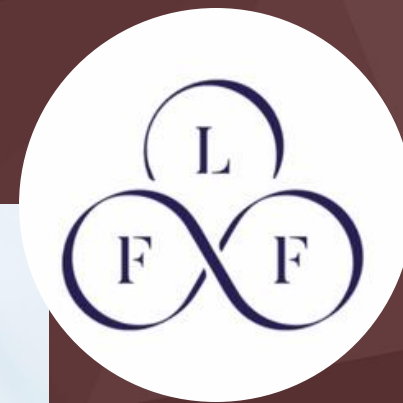


# Panel Discussion | [MarTech Stack] Maximising Growth Through Stronger MarTech & Business Strategy Alignment



NICOLA MAIDWELL

Chief Marketing Officer  
Northern Europe,  
GE Healthcare



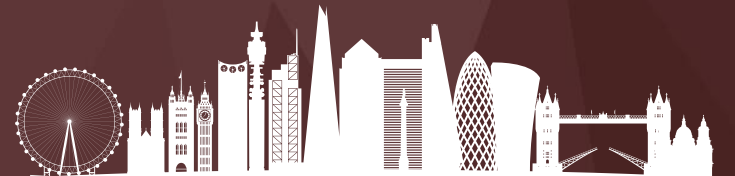
JANIS THOMAS

Ecommerce & Marketing  
Director  
Look Fabulous Forever



TIM NICHOLSON

VP Sales  
Snipp Interactive



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**What's your biggest challenge to introducing new MarTech?**

Panel Discussion | [MarTech Stack] Maximising Growth Through Stronger MarTech & Business Strategy Alignment

**What does your MarTech stack look like at the moment ?**

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**What's your biggest challenge to introducing new MarTech?**

Panel Discussion | [MarTech Stack] Maximising Growth Through Stronger MarTech & Business Strategy Alignment

# **How we strive to ensure internal engagement & cross-functional collaboration?**



Panel Discussion | [MarTech Stack] Maximising Growth Through Stronger MarTech & Business Strategy Alignment

**How have you used MarTech to drive growth?**



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Panel Discussion | [MarTech Stack] Maximising Growth Through Stronger MarTech & Business Strategy Alignment

# Key Takeaways



Panel Discussion | [MarTech Stack] Maximising Growth Through Stronger MarTech & Business Strategy Alignment

# Q&A

