

GLOBAL MARKETER CONFERENCE: TRANSFORMATION FOR GROWTH

Transformation is easy to talk about. It's much harder to deliver. Every marketing organisation is navigating new technologies, new growth models, and new expectations — but the gap between ambition and execution has never been wider. This conference is for the people serious about closing it.

08:15 **REGISTRATION.** Welcome coffee, light breakfast

9:00 **WELCOME** from the Chief Executive Officer of Sveriges Annonssörer

9:10 **A SHARED GLOBAL AGENDA**
WFA's CEO will address the major opportunities and threats facing brand owners worldwide, as well as sharing insight from a study into marketing transformation – setting the scene for the day by exploring the human impact of an industry in transformation like never before.

9:30 **ICONIC BRANDS IN THE AGE OF AI**
We are at a critical inflection point, with the opportunity to shape a future that is people-first and AI-powered. In this new era, the biggest challenge isn't the technology itself, but the disconnection it can create. Join Gülen Bengi of Mars to move beyond the hype and show how leaders can become shapers, using AI to foster genuine connectivity between insights, experiences, and communities.

10.00 **UNLOCKING THE CREATIVE DIVIDEND**
In a world where marketing budgets are increasingly scrutinized and short-term metrics often overshadow long-term growth, marketers require a playbook that addresses challenger brands and category leaders alike. The Creative Dividend from System1 and Effie offers a practical guide for making advertising predictable, effective and a priority investment



Hanna Riberdahl
CEO
Sveriges Annonssörer



Stephan Loerke
CEO, WFA



Gülen Bengi
Lead Global Chief
Marketing Officer **Mars
Inc.** and Global CGO **Mars
Snacking**



Andrew Tindall
Chief Growth Officer,
System1

11:30 **BACK TO BRILLIANT: FUNDAMENTALS AND THE FUTURE**

Whilst the marketing industry is at cross-roads, P&G continues to build enduring brands by doing something radical, focusing on the fundamentals. In this session, P&G's Chief Brand Officer for Europe will share a career-long conviction around the value of the craft that is marketing. A must-hear for anyone tasked with proving that great marketing doesn't just build brands, it drives business.



Taide Guajardo
Chief Brand Officer, Europe,
Procter & Gamble

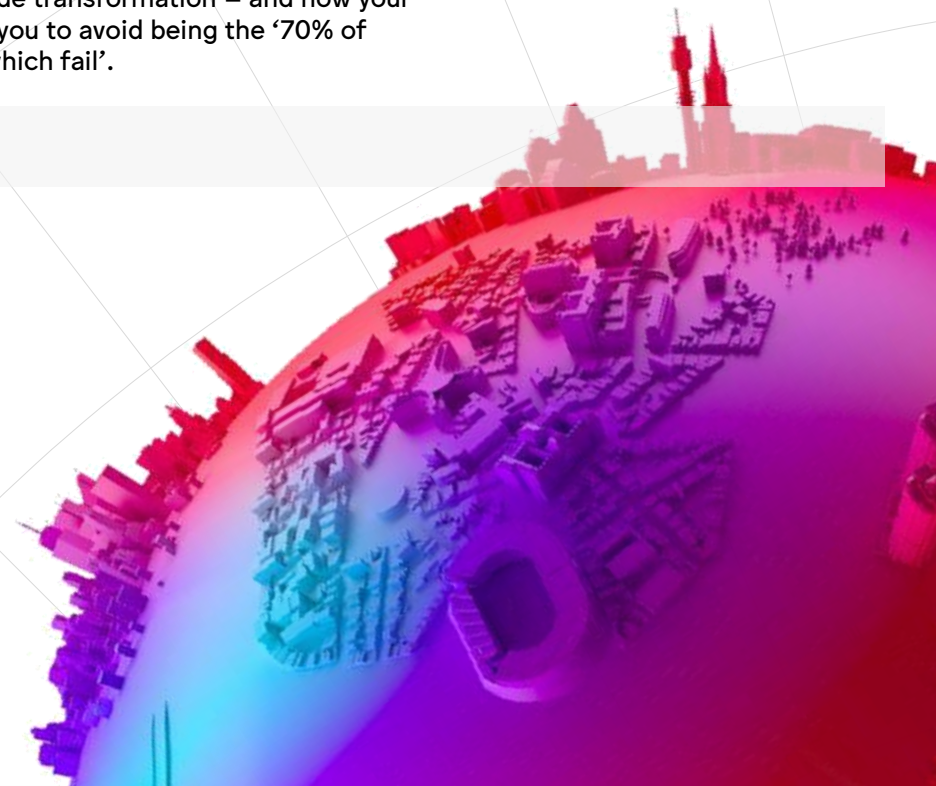
12:00 **HOW NOT TO BE THE 70%**

Agency titan Rob Mayhew, CEO of Dunning and Kruger, will share the agency-side perspective on effective client-side transformation – and how your partners can help you to avoid being the '70% of transformations which fail'.



Rob Mayhew
CEO, **Dunning & Kruger**

12.30 **LUNCH**



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13:45 **MARKETING TRANSFORMATION: INSIDE OUT**
Arla Foods is one of the world's largest dairy companies, which has undergone one of the most ambitious marketing transformations. CMO Patrik Hansson will share on how Arla has rebuilt its marketing capabilities from the inside out, brought creative and media closer to the business, and what 'Dairy 2.0' means for the brands consumers love.



Patrik Hansson
Global Chief Marketing Officer, Arla Foods

14:25 **RETHINKING GROWTH: SUSTAINABILITY AS THE NEW BUSINESS IMPERATIVE**
This interactive session will challenge conventional thinking on sustainability and inspire brand leaders to leverage the potential of innovation from sustainability within their organisations. Featuring 2 Ted-style talks, from Asahi and Opella, delegates will vote on the role that Sustainable Marketing plays in creating value for the organisation.



Alberto Hernandez
Chief Growth Officer, Opella



Preeti Srivastav
Group Head of Sustainability, Asahi Group Holdings



Andrew Stephen
L'Oréal Professor of Marketing, University of Oxford, Saïd Business School

15:10 **YOUR NEW CUSTOMER JOURNEY IS HALF HUMAN HALF AI**
Drawing on her front-row seat to how the world's fastest-moving brands are navigating the age of acceleration, Isabel Perry cuts through the AI noise to ask what actually matters for marketers. Her central provocation: focus on what doesn't change. Agentic AI is transforming how brands operate, but customers still want quality, convenience, and connection. The brands pulling ahead are finding new paths to growth rooted in solving for real human problems.



Isabel Perry
Global EVP of Strategy, DEPT

15.35

THE FREQUENCY OF CHANGE

Music moves people in ways logic never can. In a marketing industry being reshaped by algorithms, where the pace of change leaves little room to breathe, that matters more than ever. Join DJ, licensed therapist and creator of Music Connection Therapy, Hesta Prynne, to explore how music can unlock the kind of behaviour change that no roadmap or framework can enable. A reminder that in the most human of industries, the most powerful tool might just be a beat.



DJ Hesta Prunn
DJ & Licensed Therapist, Music Connection Therapy

15:55

CLOSE

Final thoughts and close



Hanna Riberdahl
CEO Sveriges Annonssörer



Stephan Loerke
CEO, WFA

16.00-17.00

NETWORKING DRINKS

