

'European Marketing Agenda 2021: looking back, looking forward'



ONLINE EVENT

**WEDNESDAY 17 NOVEMBER 2021
12:00 - 01:30 PM (CEST)**

European Marketing Agenda 2021: looking back, looking forward

The European Marketing Agenda 2021 was initiated by EMC with the aim of providing detailed insights into the challenges faced and strategies adopted by European CMOs and, in turn, identifying the trends to be expected in 2021. In this online event we present observations on the 2021 Agenda by looking back over the past year and discussing the key marketing issues that were raised in the 2021 Agenda - what were the challenges and what were the opportunities? To help frame our discussion we will hear from three speakers who work in and with the marketing profession as they review the 2021 Marketing year and focus upon the key areas that will matter to our profession throughout Europe as we look forward to the 2022 Agenda. Throughout the webinar we will welcome comments, observations and thoughts from our members and guests about the challenges of 2021 and opportunities for marketers in 2022.

Program 17 November 2021

1. Opening and short introduction | *Jonathan Deacon, vice-chair EMC*

2. Brand Strategy | *Catarina Barradas, Brand Global Unit Director at EDP*

A look at how EDP linked an announced strategic update, early 2021, to a new brand strategy. "Repositioning for energy transition, the EDP Changing Tomorrow Now case."

3. Sustainability | *Gemma Butler, Marketing Director at CIM (UK)*

A look at how 2020 raised the visibility and importance of the sustainability agenda, placing business firmly at the forefront of driving change. The role marketing has played until to now, and the role it needs to play moving forward if we are to readdress the balance between people, planet and profit.

4. Diversity & Inclusion | *Clare Kemsly, Managing Director at Hays Marketing (UK)*

A look at how this high-profile subject has moved from lip service to action and the critical role communication plays in educating and making change possible.

5. Roundtable for discussion on differences, lessons learned, way forward

6. Closing

Confirmation

We cordially invite you to join our online event on **November 17, from 12:00 to 01:30 PM (CEST)**.

Please register in advance for this meeting via this link: [Online Event EMC 17 November 2021](#)