



Marketing Week's Festival of Marketing presents

The CX Toolkit:

Using your brand, technology, and innovation to create competitive experiences

In partnership with Rufus Leonard

9.00	9.30	Arrival & Masterclass sign-up	
9.30	9.55	<p>Building the business case for CX: The best strategies to get executive buy in CX is the opposite of an investment in niceties and abstract gain; it is a direct investment in the organisation's financial performance and success. We all know connecting CX with business results' is the key to gaining buy-in but we all know that it is easier said than done. Today we will provide practical advice and tools that will enable you to achieve buy in from your wider leadership team.</p> <p>What we will discuss today:</p> <ul style="list-style-type: none"> • The best strategies that will help get buy in from the top down • Building a business case for CX • Ways to quantify the ROI of CX <p>Speaker: Barbara Stewart, Consultant, Econsultancy</p> <p><i>Brought to you by Econsultancy</i></p>	
10.00	11.00	<p>How to evaluate your existing digital customer experiences and find your competitive edge A seamless customer experience is a vital component for any successful brand, but how can marketers elevate their CX to become competitive and truly outstanding?</p>	<p>Value Marketing Framework: How to create a value-added Marketing Strategy through CX Today, many companies use value selling (Value Based Consultation) to interact with their audiences on a deeper level. But, imagine the impact on the sales process if marketing was leveraging the same concepts that makes value selling so</p>

		<p>This session will help you focus on what customers really want, evaluate how your business is organised to deliver your brand promise, and uncover areas for improvement.</p> <p>You will discover:</p> <ul style="list-style-type: none"> - A framework to review your organisation's entire experience ecosystem - from business to brand, customer to employee - How to align your organisation around common goals - How to evaluate your current technology architecture and explore new solutions to build an agile and flexible tech stack. <p>Speakers: Ross Timms, Director of Strategy and Transformation, Rufus Leonard Jenny Berkley, Head of UX, Rufus Leonard Kate Fahie, Strategy Director, Rufus Leonard Laurence Parkes, CEO, Rufus Leonard</p> <p><i>Brought to you by Rufus Leonard</i></p>	<p>compelling for buyers? What if marketers could harness the same benefits and impact metrics in their top-of-funnel activities? Imagine the improvement that would have on lead quality, MQL and SQL conversion, pipeline, and ultimately revenue?</p> <p>It is a customer-centric approach that aims to ultimately deliver higher satisfaction by prioritising the buyer's and customers' needs and goals. A value-added marketing strategy highly stresses a company's desire to serve its clients and help them achieve their goals.</p> <p>In this session we will explore the 8 components required to create your own Value Marketing Framework and the tools to get started straight away.</p> <p>Speaker: Barbara Stewart, Consultant, Econsultancy</p> <p><i>Brought to you by Econsultancy</i></p>
11.00	11.30	Break	
11.30	12.30	<p>How to put brand at the heart of new digital experiences</p> <p>One of brands' biggest challenges today is digital differentiation and how to translate their value for customer into engaging experiences.</p> <p>Through a case study, this session will give you the tools and skills to create competitive new experiences.</p> <p>You will learn:</p> <ul style="list-style-type: none"> - How to define what makes your brand special and how your business creates value for customers 	<p>Customer Needs Framework: How to be laser focused on your customers' needs</p> <p>We need to stop assuming we know what our customers want and discover what they need.</p> <p>Let's face it, there is very little new about the concept of customer centricity. However, there is plenty of room for improvement in both strategy and execution, especially when it comes to understanding and leading with your customer's needs.</p> <p>Many organisations find it very challenging to be able to evolve</p>

		<p>- How to align your organisation behind a vision for your brand's new experiences</p> <p>- The tools to design new distinctive, competitive customer experiences as a team.</p> <p>Speakers: Ross Timms, Director of Strategy and Transformation, Rufus Leonard Jenny Berkley, Head of UX, Rufus Leonard Kate Fahie, Strategy Director, Rufus Leonard</p> <p><i>Brought to you by Rufus Leonard</i></p>	<p>from the mental model of 'having' customers to 'being' a customer. As such they're unable to recognise that they need to provide value that addresses the 'customer need' – rather than 'selling to them' what they have.</p> <p>In this session we will discuss simple and practical tasks and tools you can use straight away to:</p> <ul style="list-style-type: none"> - Transitioning from internal to external perspective - Understand your customer's motivations - Identify customer needs and biases - Use customer needs insights to optimise your Go to Market Model - Develop more effective marketing <p>Speaker: Barbara Stewart, Consultant, Econsultancy</p> <p><i>Brought to you by Econsultancy</i></p>
12.30	13.00	Event close	