



BRUIN Financial: Marketing Breakfast Forum

Join us on **16 March** for an open forum discussion, led by **Scott Stevens Ex-Head of EMEA Marketing & Communications at BNY Mellon Investment Management**

Return on Marketing Investment: Why your CFO doesn't care about your CTR?

How do you build a business case for marketing? How do you know if your winning or not? How do you know where you should be spending your marketing budget?

We are all collecting more and more data in the hope that it will help prove the value of marketing to the business - CTR, CPC, dwell time, dropout rates etc. In an ocean of data, how do you know what's important and what's not?

To win out in the boardroom we need to start speaking their language. Today they speak Greek and we often find ourselves speaking Latin. Over the course of breakfast we'll discuss six proven drivers that best predict future business performance. We'll show you how you can build a winning dashboard that will transform the perception of marketing and help you demonstrate the value that marketing brings to the business. We will focus on real examples with positive steps you can take right now.

Can you afford not to be there?

Date: Wednesday 16 March, 2016

Location: The Mercer, 34 Threadneedle Street, London EC2R 8AY

Itinerary:

07.30	Arrival
07.45	Breakfast Served
08.00 – 8:20	Introduction by Emily Ayre, Executive Director of BRUIN Financial , followed by presentation by Vincent Hooplot & Michiel Breeschoten of Hooplot Associates
08.20 – 09.00	Open Forum Discussion, chaired by Scott Stevens Ex-Head of EMEA Marketing & Communications at BNY Mellon Investment Management
09.00	Close