

## Agenda and Speaker Biogs

10.15 - 11.00 Coffee and Registration

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**11.00 - 11.30: How to gain control of your agency cost structure and deliver more from your marketing budget.**

The marketing procurement space is evolving into an ecosystem that can deliver greater value if buyers know what to look for. Iain will explore all aspects of marketing cost used today, what works and what doesn't. He asks why we have all been talking about transparency for so long but still not getting it - when it comes to marketing cost in a digital age where everything is recorded and tracked?

**Speaker Presentation with Q&A: Iain Seers CEO RightSpend**

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**11.30 - 12.00: Programmatic and agency-owned Inventory Media - why are Advertisers constantly being steered towards non-disclosed models?**

Stephen will explain some of the pitfalls of signing up to Agency owned inventory deals and highlight the many benefits of using transparent solutions.

**Speaker Presentation with Q&A: Stephen Broderick, Managing Partner, Media Marketing Compliance**

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**12.30 - 1.00: Why advertisers must not rely on media buying templates as a one size fits all.**

Nick Swimer will discuss media planning and buying contracts and the dangers of adopting a one-size-fits-all template. The global approach to buying, internal processes, regulatory landscape across markets, the multiplicity of players in the digital supply chain, and scope creep of commercial issues infiltrating templates could result in significant lost value where templates are used unchecked.

**Speaker Presentation with Q&A: Nick Swimer, Media & Entertainment Partner, Reed Smith**

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**12.30 - 1.30: Buffet Lunch**

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**1.30 - 2.00: Taking control of your assets - Claire Randall, Claire Randall Consulting**

Undoubtedly the biggest trend and overarching theme of the last 5-10 years, is advertisers taking back control of their assets. Designing the right ecosystem of production partners is an essential first step. In this session, Claire will identify the biggest drivers of improved cost, quality and agility in production.

**Speaker Presentation with Q&A: Claire Randall at Claire Randall Consulting**

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**Continued overleaf**



Producers & Procurers iQ

# Marketing Procurement and Financial Management Summit

23 March 2022  
EDINBURGH

## 2.30 – 3.00: The relationship between Rights and Assets and the systems that manage them

The MarTech landscape has reached unprecedented maturity. There is a wealth of solutions to help brands organise, create, store, deliver, and analyse the content they produce. However, for most, this means a complex mix of 3rd party vendors. One area that remains a challenge for most is how rights are managed in the context of Digital Asset Management. Sam will explore the core issues in getting this right so that you can manage your rights effectively and maximise sharing your library of creative content.

**Speaker Presentation with Q&A : Sam Yates, VP Creative Technology, Jellyfish**

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## 3.00 – 3.15: Afternoon Tea

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## 3.15 – 4.00: Client Panel Session

Four clients will join a panel session, chaired by Alan Rutherford, to discuss the key points of day and to share insights and experiences from their own businesses.

**Chaired by Alan Rutherford**

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## 4.00 – 5.00: Workshops

The day finishes with three 20 minute roundtable sessions where delegates will have the opportunity to exchange knowledge and gain insights into three key areas or media transparency, marketing costs and production efficiencies & asset management.

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## 5.00 – 6.00: Networking and drinks

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**Speaker Biographies continued overleaf**

## Producers & Procurers iQ

**Producers & Procurers iQ** is the only online global platform that focuses exclusively on advertising and marketing implementation, delivering an exceptional business intelligence resource. **Producers & Procurers iQ** specialises in covering marketing procurement, media management, category management, marketing operations, marketing services, in-house agencies, creative production and creative operations.

We provide insights into five key areas: People, Process, Partners, Technology and Ethics & Ecology across three regions AMEA, Americas and APAC.

The highly regarded 'Big Interview' series includes **Women of Influence; Masters in Marketing Procurement and Leaders in Creative Production.**

Our respected editorial examines the full spectrum of industry issues, challenges and opportunities. We cover in-depth interviews with leading industry figures, thought leadership articles, business intelligence analysis, insight data, opinion pieces, implementation case studies, best practice management insights, specialist sector reports, subject matter expert insights, industry research reports, cutting edge technology reviews and knowledge sharing.

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## Speaker Biographies

### **Iain Seers, Chief Executive Officer, RightSpend**

Iain has over 20 years' experience in the advertising and consulting industry managing various marketing disciplines across different business sectors. Iain has a unique insight having worked on both sides of the equation for some of the world's largest advertising networks and global brands. Having been at the forefront of many multi-discipline marketing technologies and data innovations that have provided true marketing efficiency for brands around the world. RightSpend has made a name for itself in the Marketing Procurement industry delivering savings, efficiencies and insight using proprietary data, current clients include 30 of the top 100 global brands.

### **Stephen Broderick, Managing Partner, Media Marketing Compliance (MMC)**

Stephen was key in founding the financial compliance industry back in 2000 when he founded FirmDecisions, the first consultancy aimed at delivering transparency into the media and marketing supply chain. Stephen has been advising clients and advertiser bodies, including ISBA, ANA and WFA, on marketing financial issues ever since. Stephen was also part of the senior team that managed the ground-breaking 2016 ANA "Transparency Report" into the US media market. In 2020, Stephen was one of the founding partners of MMC, and chartered accounting firm that specialises in marketing transparency.

### **Nick Swimer, Media & Entertainment Partner, Reed Smith**

Nick Swimer is a media partner in international law firm Reed Smith based in London. He was previously head of legal at Channel 4 and spent five years running Sacha Baron Cohen's comedy and entertainment production company. He specialises in TV, Film and Advertising Law.

### **Claire Randall, Founder & CEO of Claire Randall Consulting**

Claire started out as a TV producer at Saatchi & Saatchi London. In 1996 she formed the company to manage all TV Production for a large global advertiser across all brands, on an exclusive basis. Over the years, Claire has expanded the company to other advertisers, extended its geographic footprint and broadened the offering to encompass all aspects of production management, including strategic consulting on agency production models and content ecosystems. Claire Randall Consulting now has offices and consultants throughout EMEA, North America, LATAM, and APAC and is a world leading advertising production consultancy. Claire is a well-known figure in the industry, consulting and advising for industry bodies such as ISBA (Incorporated Society of British Advertisers), the IPA (Institute of Practitioners in Advertising) and the ANA (Association of National Advertisers).

### **Sam Yates, VP Creative Technology, Jellyfish**

Sam has been a technology leader in the creative industries for almost 20 years. Sam joined Tag in 2004 to support the development and implementation of groundbreaking proprietary creative technology solutions. Having overseen significant growth, Sam left to become an independent technology consultant to help brands successfully execute their MarTech strategies without the bias of sales objectives. Currently, Sam is VP of Technology at Jellyfish and oversees creative technology development and consulting initiatives. Ultimately Sam's passion is exploring how technology can help us work smarter and faster and helping brands unlock those benefits.

### **Alan Rutherford**

Alan has spent 30 years in Global Marketing roles and currently advises RoC, Getir & Newell. He was previously CEO of Digitas, Global Head of Media Brands for Unilever and Chairman of Ebiquity Media. From 2010 - 2013, Alan was President & Chairman of the International Advertising Association.