

THE UNMISSABLE MARKETING EVENT OF THE YEAR

DELEGATE
PACK
2026

14 OCTOBER 2026
THE BREWERY
LONDON

MarketingWeek's





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OUR 2026 THEME

RAISE THE BAR!

Marketers are in a unique position. The basics of marketing, aided and abetted by new technology mean that marketers could be at the centre of growth efforts.

But many marketers lack influence in the boardroom, and responsibility for anything other than comms.

It needn't be this way. We believe marketers can be the difference. And make a difference. But something needs to change.

At Festival of Marketing, we will bring together creative marketers, innovative brands and fresh thinkers to illustrate what's possible. Stories of growth, and provocation to think differently. We will present the tools, the insight, the inspiration to grow your impact, influence and expertise.

To help raise the bar for marketing and marketers.

RUSSELL PARSONS

Editor-in-chief
Marketing Week &
Festival of Marketing



RAISE THE BAR GROW YOUR...

Impact

- ✓ See how you can drive measurable growth through smarter marketing
- ✓ Turn strategy into action with ideas you can use straight away
- ✓ Make your budget go further and prove the value of your work

Influence

- ✓ Strengthen your voice in the boardroom and beyond
- ✓ Stay ahead of the trends shaping your role and your industry
- ✓ Lead with confidence and increase the impact of your team

Expertise

- ✓ Build the skills you need to succeed in modern marketing
- ✓ Stay ahead of the trends shaping your role and your industry
- ✓ Learn from experts and peers pushing marketing forwards



WHY ATTEND?



**IDEAS YOU
CAN ACT
ON**

WHY FESTIVAL MATTERS NOW?

Marketing is under pressure. Expectations are rising, resources aren't. Festival of Marketing gives you the tools, insight and inspiration to step up and deliver. We proudly offer...

- ✓ Get practical ideas you can apply immediately
- ✓ Challenge your thinking with fresh perspectives
- ✓ Learn from brands delivering real growth
- ✓ Connect with marketers facing the same challenges
- ✓ Hear from leaders shaping the future of marketing
- ✓ Experience content curated by Marketing Week

#FoM26

BUILT FOR REAL IMPACT

Practical and challenging

CONTENT

from

MarketingWeek

Across 7 stages, explore the ideas, skills, and strategies
shaping modern marketing

Explore our stages 

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OUR STAGES

THE EFFECTIVENESS STAGE

IN PARTNERSHIP WITH **KANTAR**

Raise the bar on results

Prove marketing's value when it matters most. Learn how to maximise every pound, sharpen your measurement, and deliver demonstrable impact that earns credibility in the boardroom.

Who is it for?

For marketers who need to drive greater impact, make smarter investment decisions, and confidently prove the value of their work.

We are talking...

GROWTH OPPORTUNITIES, WORKING WITH THE C-SUITE, INNOVATION, MEASUREMENT, DIFFERENTIATION AND DISTINCTION, MASTERING THE 4PS

**10
SESSIONS
ACROSS THE DAY**



BUY A PASS >>

OUR STAGES

THE TRANSFORMATION STAGE

IN PARTNERSHIP WITH



Raise the bar on change

Stay ahead of disruption and turn uncertainty into opportunity. Explore the forces reshaping marketing and how to take decisive action that drives meaningful business transformation.

Who is it for?

For marketers who want to understand and exploit underlying technological, social and economic trends.

We are talking...

TECHNOLOGY DEVELOPMENTS, IDENTIFYING CUSTOMER NEEDS, SOCIAL AND CULTURAL SHIFTS, MANAGING CHANGE

8

**SESSIONS
ACROSS THE DAY**

BUY A PASS >>

Festival
of Marketing



OUR STAGES

THE FUTURE MARKETER STAGE

IN PARTNERSHIP WITH  **marketreach**
unleash the magic of mail | 

Raise the bar for yourself

Build the skills, mindset and confidence to thrive in a changing profession. Discover what the next generation of marketing looks like and how to stay one step ahead.

Who is it for?

For those that want to understand how to take ownership of their development, and how to have greater impact in their career.

We are talking...

**CAREER DEVELOPMENT AND MANAGEMENT,
STORYTELLING, INFLUENCE, MARKETING
EXCELLENCE AND CAPABILITY**

8

**SESSIONS
ACROSS THE DAY**



FM MarketingWeek's
**Festival
of Marketing**

STAGE 3

**THE FUTURE
MARKETER**

BUY A PASS >>

OUR STAGES

THE CUSTOMER STAGE

IN PARTNERSHIP WITH **sky** media

Raise the bar on experience

Go beyond understanding your audience. Create deeper, more meaningful connections. Learn how to design strategies and experiences that truly resonate and deliver lasting impact.

Who is it for?

For those interested in how to understand their customers, reach them and deliver differentiated experiences.

We are talking...

**INSIGHT, CUSTOMER EXPERIENCE,
DATA, SEGMENTATION AND
TARGETING, MARKET ORIENTATION**

8

SESSIONS
ACROSS THE DAY



BUY A PASS >>

OUR STAGES

THE B2B STAGE

IN PARTNERSHIP WITH *Canva* Enterprise

Raise the bar on growth

Rethink what effective B2B marketing looks like. Unlock smarter strategies, stronger creativity and more commercial impact to drive sustainable growth.

Who is it for?

For B2B marketers who want to hear from peers about best and bad practice in tackling common challenges. And for B2C marketers interested in getting new takes from innovative brands in growing categories.

We are talking...

**BUYER JOURNEYS, BRAND BUILDING,
STRUCTURES, STAKEHOLDER ENGAGEMENT**

8

SESSIONS
ACROSS THE DAY



BUY A PASS >>

OUR STAGES

THE LEARNING LOUNGE

5
SESSIONS
ACROSS THE DAY

Raise the bar on action

Move from ideas to execution. Get hands-on with practical tools, tackle real challenges, and leave with solutions you can apply immediately.

Who is it for?

For marketers who want practical learnings, good grounding in the fundamentals, and to gain confidence with hands-on experience.

We are talking...

**HANDS-ON LEARNING, INTIMATE GROUPS,
PRACTICAL TAKEAWAYS, REAL WORLD EXAMPLES**



BUY A PASS >>

OUR STAGES

THE LEADERSHIP STAGE

Raise the bar on influence

Step into your full potential as a marketing leader. Strengthen your voice, shape strategy, and lead with the clarity and confidence needed to drive change.

Who is it for?

VIPs are CMOs, VPs of Marketing, and Marketing Directors from companies with 1,000+ employees across industries like FMCG, retail, finance, tech, and more.

We are talking...

**EXCLUSIVE SENIOR-LED FOCUSED CONTENT,
ACTIONABLE INSIGHTS FOR PLANNING, AND
NETWORKING WITH PEERS**

8

**SESSIONS
ACROSS THE DAY**



BUY A PASS >>

OUR STAGES

THE MARKETING WEEK PODCAST LIVE

Raise the bar on perspective

Hear unfiltered conversations from the industry's leading voices. Gain honest insights, fresh perspectives and deeper understanding of the challenges shaping marketing today.

Who is it for?

For marketers looking to stay informed, hear fresh perspectives and better understand the challenges shaping the industry.

We are talking...

CANDID CONVERSATIONS ON THE CHALLENGES, TRENDS AND DECISIONS SHAPING MODERN MARKETING – FROM GROWTH AND EFFECTIVENESS TO LEADERSHIP AND WHAT'S COMING NEXT

6

**SESSIONS
ACROSS THE DAY**

BUY A PASS >>



OUR STAGES

1-2-1 COACHING

Raise the bar on your development

Unlock personalised support tailored to you. Build confidence, overcome challenges and gain practical guidance to accelerate your development.

Who is it for?

For marketers at any stage who want personalised support to build confidence, tackle challenges and accelerate their development.

We are talking...

PRACTICAL, THOUGHTFUL ONE-TO-ONE GUIDANCE ON WHAT'S WORRYING YOU; FROM CAREER DEVELOPMENT AND LEADERSHIP, TO STRATEGY, CONFIDENCE AND NAVIGATING WHAT'S NEXT

8
COACHES
ACROSS THE DAY

BUY A PASS >>



A JAM-PACKED AGENDA

SOME OF OUR CONFIRMED SPEAKERS



**ALESSANDRA
BELLINI OBE**

Founder & CEO
Bellini Works
Former chief customer
officer Tesco Plc



HELEN EDWARDS

Consultant, columnist, and
adjunct professor of marketing
**Passionbrand, Marketing
Week, and London Business
School**



MARK GIVEN

Chief technology, marketing
and data officer
Sainsbury's



PARDEEP DUGGAL

Marketing director
BUPA Global



PAULA MACKENZIE

Chief executive officer
PizzaExpress



STEFANIE NASTOU

Chief marketing officer
AMS



SURESH BALAJI

Chief marketing officer
Lloyds Banking Group



TOM ROACH

VP brand strategy, Columnist
Jellyfish, Marketing Week

High Performance

CLOSING HEADLINER

THE HIGH PERFORMANCE PODCAST

Professor Damian Hughes and entrepreneur and extreme marathon runner Spencer Matthews will close the show with a high energy session for all.

Calling on their extensive knowledge of leadership, motivational techniques and management strategy the duo will deliver a practical and inspiring session that marketers can apply to help them and their team achieve more, and raise the bar for marketing and marketers.



**PROF DAMIAN
HUGHES**



**SPENCER
MATTHEWS**

NETWORKING

Make meaningful connections, not just small talk – get it in our

NETWORKING

LOUNGES

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NETWORKING



**MAKE
CONNECTIONS
THAT MATTER**



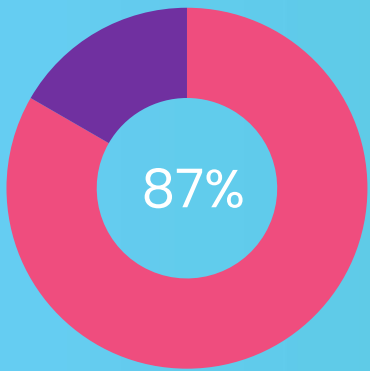
OUR PARTNERS



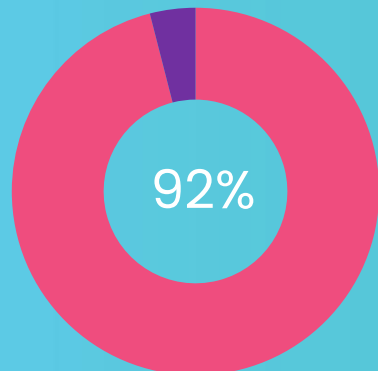
WHO YOU'LL MEET

800 Marketers. 120 VIPs. 100+ Speakers.

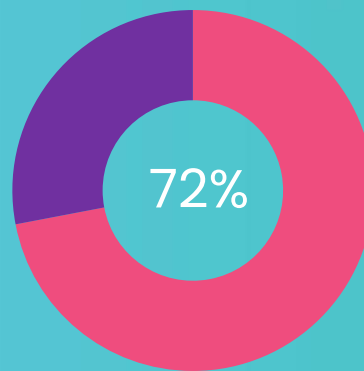
You'll join ambitious senior brand-side marketers shaping the future of the industry.



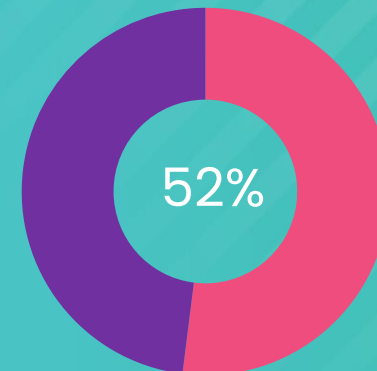
Manager or above - meaning you're surrounded by decision-makers



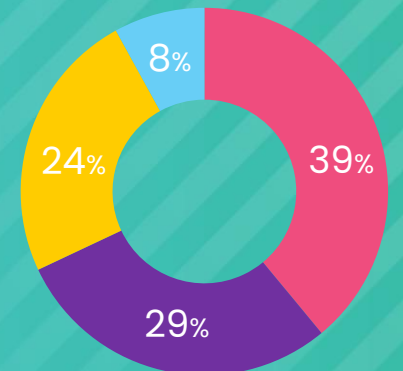
Have spend responsibility or influence



From brands



From large organisations
1000 employees or more



B2B B2BC
B2C Other

*This information is correct as of the date this document was issued - Spring 2026

FESTIVAL IS ATTENDED BY

WHO YOU'LL MEET



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WHY ATTEND?

OUR ATTENDEES SAY IT BEST!

“Festival doesn't feel like a conference; it feels like a fun day out. The event is really well organised and structured, with a great variety of speakers and sessions.”

“The Festival is a concentrated day of learning, understanding and inspiration. An excellent re-affirmation of why you chose marketing as a career and builds both knowledge and confidence.”

“This was my first time attending the Festival of Marketing, and wow, wow, wow! A brilliant space of great minds that left me inspired and curious to go out and learn more. ”

“High energy and inspiring - a great place to catch up with fellow marketers. Always a 'must go' event for me.”

“Really insightful, motivating and enjoyable day. Thoroughly recommend for marketers no matter their level.”

“By coming to Festival of Marketing you'll leave feeling inspired and energised. If you're looking for your marketing tribe here they are. It's an event that brings together marketers from all levels and delivers outstanding content and speakers.”

“A fantastic opportunity to meet with and hear from inspiring leaders, whilst reminding myself of the key principles to deliver effective marketing. ”



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GET YOUR FESTIVAL PASS

STANDARD

Early Bird

£699+VAT

Then prices revert to

Standard

£799+VAT

- 50+ sessions
- 100+ expert speakers from the world's most innovative brands
- 7 content stages covering the full spectrum of modern marketing
- 2 world-class headliners bringing big-picture inspiration
- Interactive masterclasses & workshops to build hands-on skills
- Dedicated networking opportunities to connect with peers and leaders
- Lunch and refreshments included to keep you fuelled throughout
- Networking Lounges – bringing you games, giveaways & new connections
- Festival Wrapped – The best bits from Festival straight into your inbox

VIP

VIP

£999+VAT

**LIMITED
AVAILABILITY**

All the benefits of a Standard pass PLUS

- Exclusive Leaders' Track with curated content designed for senior marketers driving growth
- Access to the VIP Lounge – a dedicated space for high-level networking and conversation
- Priority session booking via the Festival Session Selector, so you never miss the moments that matter
- Premium catering throughout the day, including breakfast, lunch and refreshments

BUY A PASS >>

RAISE THE BAR **TOGETHER**

Don't just send one person to learn in a silo. Bring the whole team to divide, conquer, and implement. With 7 content stages covering everything from Effectiveness to AI, a team of 3+ ensures your brand doesn't miss a single insight.

**SAVE UP
TO 25%
ON TEAM
PASSES**

ALIGN YOUR COLLECTIVE THINKING

Bridge skill gaps, share strategy, and accelerate growth together.

DIVIDE AND CONQUER

With 7 content stages and 50+ content sessions, your team can cover every key session and insight.

IMMEDIATE BUSINESS ROI

Use the learning lounge to solve real challenges and workshop solutions guided by experts.

Enquire now for team pass rates & group packages

BUY A PASS >>

ANY QUESTIONS?

FAQS

What's the date again?

14th October 2026. It is a Wednesday.

Where will it be?

The Brewery, Chiswell Street, London.

What time will the day start & finish?

You can arrive from 8:00am, the headliner kicks off the day at 9:00am. Then we wrap up at 5pm.

What's the nearest tube/station?

Barbican and Moorgate are super close, Liverpool St is about a 10min walk.

What happens when I arrive?

You will be sent your Festival Pass by email, and you can avoid the queue by printing before you arrive. If you can't print your badge we can help you on the day. Then you can head into The Brewery for some refreshments before we kick off the day.

How do i book a place on sessions?

Use the Session Selector (launching this summer). We'll send everything you need to plan your agenda.

Do I need to pre-book my place for sessions?

YES! You MUST pre-book to ensure you can attend your preferred sessions on the day.

Will there be wifi available?

Free WiFi is available throughout the venue, all you need to do is search for the Brewery_WiFi network, no password is needed.

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AND WHERE IS IT?

PLAN YOUR DAY AT FESTIVAL

Date: Wednesday 14 October 2026
Location: The Brewery, 52 Chiswell St,
London EC1Y 4SD



Arrival: 08:00-09:00
Opening headliner: 09:00
Closing headliner: 16:30
Event close: 17:00



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The learning doesn't stop at Festival

CURATED INSIGHTS

from

MarketingWeek

EVEN MORE CONTENT

Festival Wrapped

Don't miss the insights that matter most

After Festival, Marketing Week will send you Festival Wrapped – a curated summary of the best sessions across every stage.

- Key takeaways you can apply straight away
- Expert insight and analysis from Marketing Week
- Quotes, ideas and moments that stood out
- A quick way to catch up on sessions you couldn't attend but really wanted to
- A practical resource to share with your team

All designed to help you build your expertise and turn learning into impact.

Look out for the email after Festival.

LESSON 7

BE BOLD, BUT NOT RECKLESS

Success in marketing, according to Helen Edwards, is about embracing the right risks to drive innovation – in other words, “cautious bravery”. This is “not an oxymoron”, she told Festival delegates. In fact, “it makes complete sense” to be both cautious and brave when seeking progress. One the one hand, failure to act carries risks in itself, leading to missed growth and career gaps for marketers; on the other, practising caution can reduce the chances of bad outcomes for both consumers and brands.

Edwards, a brand consultant and Marketing Week columnist, pointed to Oatly's approach in the US market, where it turned curious early adopters into a bridge to mass acceptance while reducing consumer hesitation. Brands should innovate by “manipulating known elements”, focusing resources on features that matter most and cutting back on the less important ones, she said. Learning from setbacks is also central to cautious bravery because “failure is information – you can do something with it”.

Elsewhere at the Festival of Marketing, Specsavers CMO Peter Wright added that bravery flourishes within the right company culture and in a “psychologically safe environment”. Wright credited Specsavers' in-house creative team, which knows the brand deeply, with producing standout work. Of the many campaigns that have utilised the brand's famous ‘Should've gone to Specsavers' strapline, he argued that the most successful were produced by this team rather than external agencies. 🍷

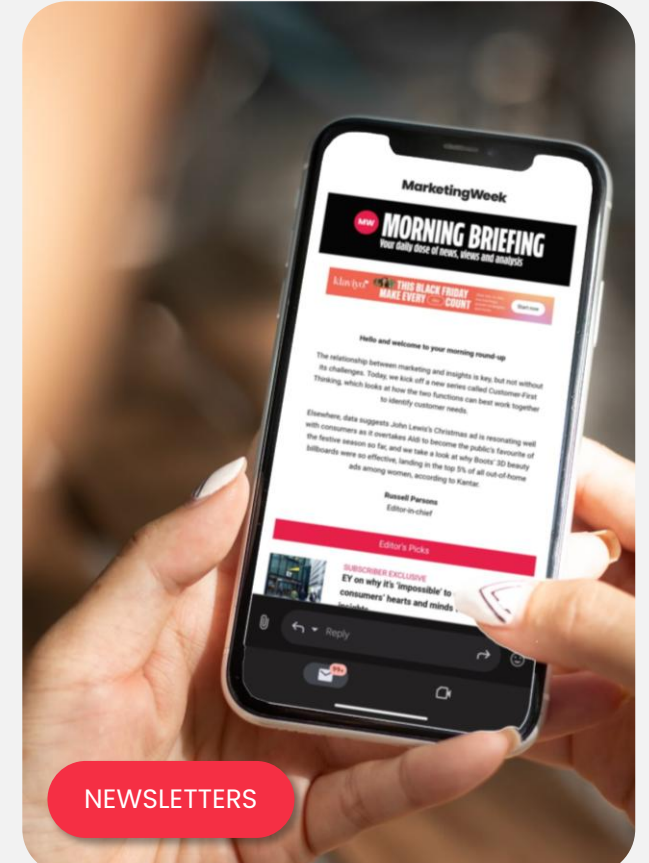


KEY TAKEAWAYS

1. ‘Cautious bravery’ is key to marketing – bold innovation that also manages downside risk.
2. Learning from setbacks is important because failure is information.
3. People need a psychologically safe environment for bravery to flourish.

Get even more from Marketing Week

News, analysis and insight on the biggest challenges and opportunities marketers face today, all on marketingweek.com



EVEN MORE CONTENT

Subscribe to MarketingWeek

SAVE
UP TO 30%
ON A TEAM
SUBSCRIPTION

Subscribers get full access to our **exclusive research, data and analysis** - covering everything from **AI skills gaps to marketing effectiveness and the pressures impacting today's marketers**.

Subscriber benefits include:

- 90,000+ articles, case studies and interviews with leading brands and industry experts
- Expert analysis of the forces influencing marketing and business performance
- Exclusive research and proprietary data from Marketing Week's industry surveys
- Monthly webinars and podcasts, delivering expert insight your team can access on demand
- Actionable insights marketers can apply in their day-to-day work
- Shared access, helping your whole team stay informed and aligned
- Access to Trend Sessions for larger teams, where Marketing Week's senior editorial team and break down the biggest challenges facing marketers

Professional - £455/annually

Team - Save up to 30%

To find out more and save on your team subscription

GET IN TOUCH



DO YOU HAVE ANY FURTHER QUESTIONS?

Please get in touch with the Festival team:
hello@festivalofmarketing.com

READY TO BOOK YOUR PASS?

[BOOK YOUR PASS](#)

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