



AMA  
EUR 2020

Every industry is changing...  
The world is becoming hyper connected...  
Businesses are getting more...  
X affects every industry...  
X changes the way we live and work...  
In a world where everything computes...  
Disru  
Real



advocate  
marketing  
academy

# STUDENT PROSPECTUS



3. welcome home

4. previously at the academy...

5. why attend?

8. theme

9. speakers

14. timetable

15. student portal

16. venue

18. location

19. travel

20. accommodation

21. attendee quotes

# CONTENTS

# WELCOME



Do you create or use customer stories?

Are you involved with customer reference or advocacy programs?

Do you sometimes think you're the only person that works in this space?

You've found home.

Advocate Marketing Academy is one very special day in the diaries of those creating or using customer stories.

You will learn how to do it better, be more prepared for the future, and will realise you are in fact part of an open, supportive community.

AMA; truly international but with a European, and specifically British, feel.

# HOME

# PREVIOUSLY

at the academy...



# WHY ATTEND?

advocate marketing academy europe 2020



## ADVOCATE MARKETING ACADEMY

Largest and longest-running specialist EMEA event



One remarkable day; intensive and inspiring



Specialist, relevant, useful content and takeaways



European vibe, global view



9 speakers; peers and experts; real-world stories



>30 tech companies - your community



>80 high-quality attendees - your peers



A self-contained theatre/arts venue



Conveniently located in the UK's Silicon Valley



Peer networking - humans talking to humans



Hands-on workshops and interactive sessions



test your specialist knowledge

# AMA EUROPE 2020

the european event with a global view



## MIND

- Sessions
- Peer presentations
- Stimulation
- Access to AMA knowledge base



## BODY

- Breakfast
- Elevenses
- Networking lunch
- Afternoon tea
- Drinks reception



## SPIRIT

- Networking
- Inspiration
- Problem sharing and halving



## PRICING

We know obtaining event budgets can be hard, that's why we make some AMA tickets available f.o.c. Massive thanks to AMA attendees that purchased Bronze and Silver tickets; your support is much appreciated

[GET TICKETS](#)



I've been coming along to the academy for a few years now. It really sets me up for the year. We get to hear loads about best practice, not just from other organisations but also our peers.

It's really refreshing to know whether you're on the right track, if there's something that you can take back to the business to deploy over the coming months and what sort of traction you can make.

It sells the art of the possible.

**CLAIRE GROVE**  
**CUSTOMER ADVOCACY DIRECTOR | SERVICENOW**



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## TIME TO RAISE YOUR GAME

When what is now AMA began back in 2010, customer advocacy was rarely mentioned and finding customer references was just a mildly irritating part of a marketing manager's day job.

Fast forward 10 years and it's safe to say that customer advocacy is now a marketing discipline in its own right. In fact, most technology companies are now heavily reliant on customer stories to authenticate their brand messages, build trust in their target markets and sell more stuff.

AMA '20 aims to celebrate how far advocacy has come over the years. We're going to shine a light on those individuals who have carved a career in this industry and share their advice, experiences, and must-have tips.

# THEME

# SPEAKERS



## CLAIRE GROVE

customer advocacy director, servicenow

Claire is a seasoned advocacy professional, having run programs for Salesforce, Juniper Networks, CenturyLink and Microsoft in the past. Now she's bringing her passion for customer storytelling and developing mutually beneficial and measurable customer advocacy to ServiceNow. As part of the Global Customer Advocacy team, with a focus on EMEA, Claire's priority is to build stories that benefit both the customer's and ServiceNow's goals.

**servicenow**

powered by **inEvidence**



## BEV BURGESS

senior vp, itsma europe & abm practice leader

Bev is an industry expert in marketing business services in the technology sector. She is best known as an authority on account-based marketing (ABM) having jointly developed the approach with several clients back in 2003. In addition to running her own strategic marketing consultancy and leading the IT Service Marketing Association's (ITSMA) European operations, Bev has held senior marketing roles at Fujitsu, British Gas and Epson.

ITSMA



## STEFANIA CUGINI

director, customer programs emea, vmware

With 25 years experience working within leading global technology companies, Stefania is a passionate customer advocate. Telling great customer stories that enhance customer experience and loyalty and drive an integrated audience-relevant marketing approach is the driving force behind Stefania and her team's work.

**vmware**

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# SPEAKERS



## YVETTE TARDIFF

director, customer evangelism, mongodb

Though she began her career in design, Yvette found her home in technology seven years ago when she joined Riverbed. As the global lead of Riverbed's customer programs, Yvette was responsible for customer success stories, creating opportunities for customers to network and showcase their thought leadership, and managing the global customer advisory board. Now Yvette has taken this customer marketing expertise and passion for customer storytelling to MongoDB.

mongodb®

powered by **inEvidence**



## NINA DAVIES

senior services sales executive, microsoft

After working in Services sales for over 35 years at technology giants such as Microsoft, IBM and DEC, Nina has a deep understanding of what customers expect from their interactions with global tech brands. She is passionate about the importance of building a rapport with customers and how advocacy and customer stories can play a vital role in this process.

 Microsoft



## MARK LARWOOD

head of abm, advocacy & vertical marketing, o2

Mark has more than two decades of B2B marketing experience and has worked with brands small and large, including Philips, Atos, and now O2 Business. An early advocate for ABM, Mark is convinced that the only way companies can build sustainable long-term advantage is through greater insight and knowledge about what makes customers tick and what will make them buy.

O<sub>2</sub>

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# SPEAKERS



## ROBIN HAMILTON

advocacy consultant

Robin leads inEvidence, helping some of the world's biggest brands activate their happy customers; closing more business, more quickly. Before inEvidence, Robin ran the HP customer reference program. Seeing the business impact of advocacy, he has spent the last fourteen years helping to drive the discipline forwards. Robin's infectious enthusiasm makes him a regular conference speaker.

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## MELISSA TALBOT

advocacy consultant

Melissa is Deputy Managing Director of inEvidence and has been a customer advocacy specialist for 15 years, working alongside all manner of global organisations. In addition to everything customer reference and advocacy shaped, for the last ten years Melissa's focus has been on human-to-human marketing.

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# PANELLISTS



## MIKE OLIVER

senior marketing programs manager,  
cloud services, hitachi vantara

Mike Oliver currently has global responsibility for the creation and execution of demand and awareness generating programs for Hitachi Vantara Cloud Services. Mike has led field, channel, product, and advocacy marketing programs throughout a career that started (a long time ago) in marketing agencies and continued through a number of tech start-ups, to Citrix and SAP.

Hitachi Vantara



## JASON SHORT

business development director, transcend packaging

Not only is Jason an expert in print and packaging with over 30 years working in the industry and sitting on the advisory board of one of the largest packaging manufacturers in Europe, he is also a first-class customer advocate. From consuming customer stories and references to inform thousands of pounds of investment in technology, to sharing his own customer story for HP Inc., Jason has experienced customer advocacy from every angle.



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# WORKSHOP



## MAXIMISING EVENT OUTCOMES

Join our team for an interactive session on getting the most out of your next event; from pre-planning to post-event deliverables.

## EXAM

### Think you know your advocacy?

Come and put your customer advocacy knowledge to the test in full exam conditions, complete with invigilator!

# WORKSHOP

# TIMETABLE



	9	10	11	12	13	14	15	16	17											
8:30 - 9:25	Arrival, registration, get connected coffee, pastries, app support, mingle and meet																			
9:25 - 10:00		Opening: Robin Hamilton - inEvidence welcome, plans for the day																		
10:00 - 10:35			Session 1: Bev Burgess - ITSMA engaging executives to build trust and advocacy																	
10:35 - 11:10				Session 2: Stefania Cugini - VMware best practice: vmworld - a customer content-rich event																
11:10 - 11:35					Networking break chat with friends, make new ones, meet inEvidence															
11:35 - 12:10						Session 3: Claire Grove - ServiceNow what i learned along the way														
12:10 - 13:05						Session 4: Hands on - Workshop in the studio maximising event outcomes														
						Session 4: Hands on - Test your knowledge think you know your stuff? test yourself - full exam conditions!														
13:05 - 14:00								Networking lunch eat, meet, greet. one-word challenge												
14:00 - 14:35										Session 5: Yvette Tardiff - MongoDB advocacy alignment - bringing it all together										
14:35 - 15:10											Session 6: Nina Davies - Microsoft the power of story telling in sales engagements									
15:10 - 15:30												Quick break! a quick cup of tea, then finish in style								
15:30 - 16:05													Session 7: Mark Larwood - O2 TBC							
16:05 - 16:15														Wrap: Panel - Mike Oliver - Hitachi Vantara TBC						
16:15 - 16:55															Wrap: Melissa Talbot let's review what we've learned - video highlights of the day					
16:55 - 17:30																Decompress relax after a fun, full day; a glass of something nice, class of 2020 photo!				

## STUDENT PORTAL

A year's worth of customer reference/advocacy networking without the need to download an app. Just access the provided URL during the live session.

## CONTENT

- Event information
- Agenda
- Q&A
- Session feedback
- Student details
- Discussions
- Live polling
- Social posts
- Photos



# PORTAL



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EUR 2020

# VENUE

# NORDEN FARM CENTRE FOR THE ARTS

a theatre experience; mixing the old and new



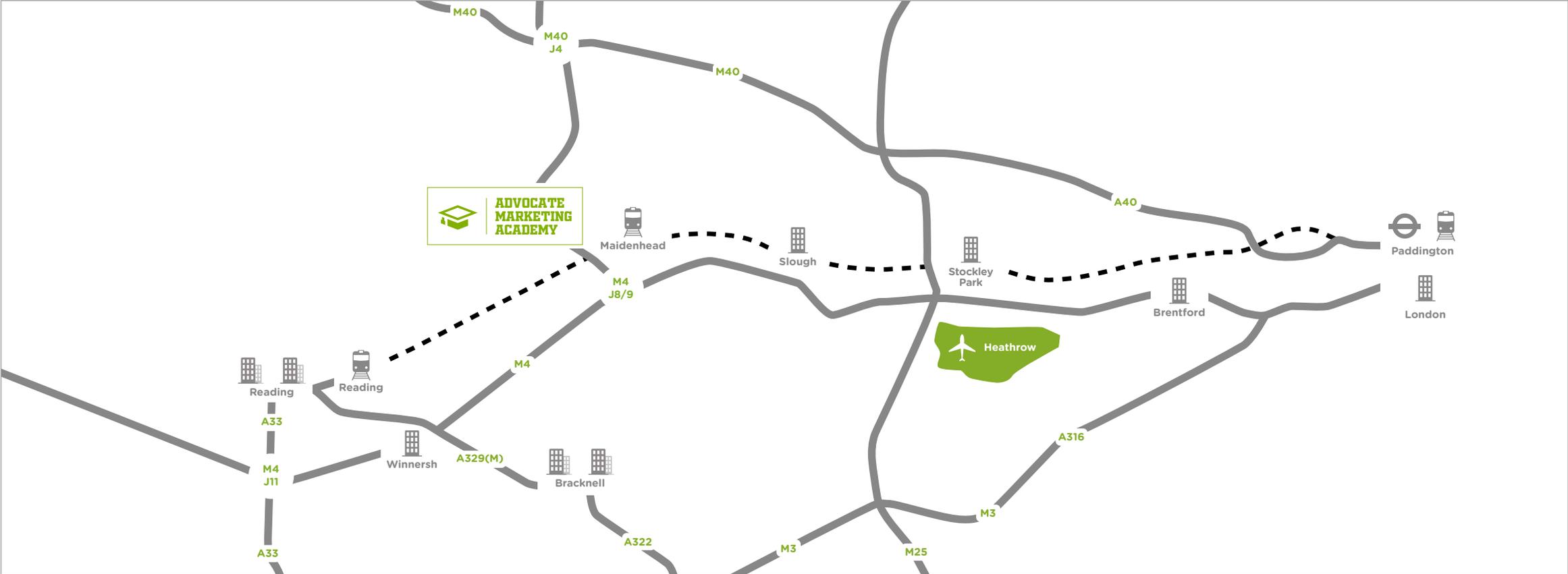
Norden Farm is the perfect mix of old and new; an 18th century long barn and state-of-the-art theatre, with top of the range technical specifications including a cinema-sized Sony 4K digital projector, full lighting rig and superb acoustics.

It's going to be the perfect venue for AMA Europe in 2020; allowing for expansion but keeping an intimate British feel.



# LOCATION

at the heart of the Thames Valley, the UK's Silicon Valley.  
Altwood Road, Maidenhead SL6 4PF



# TRAVEL

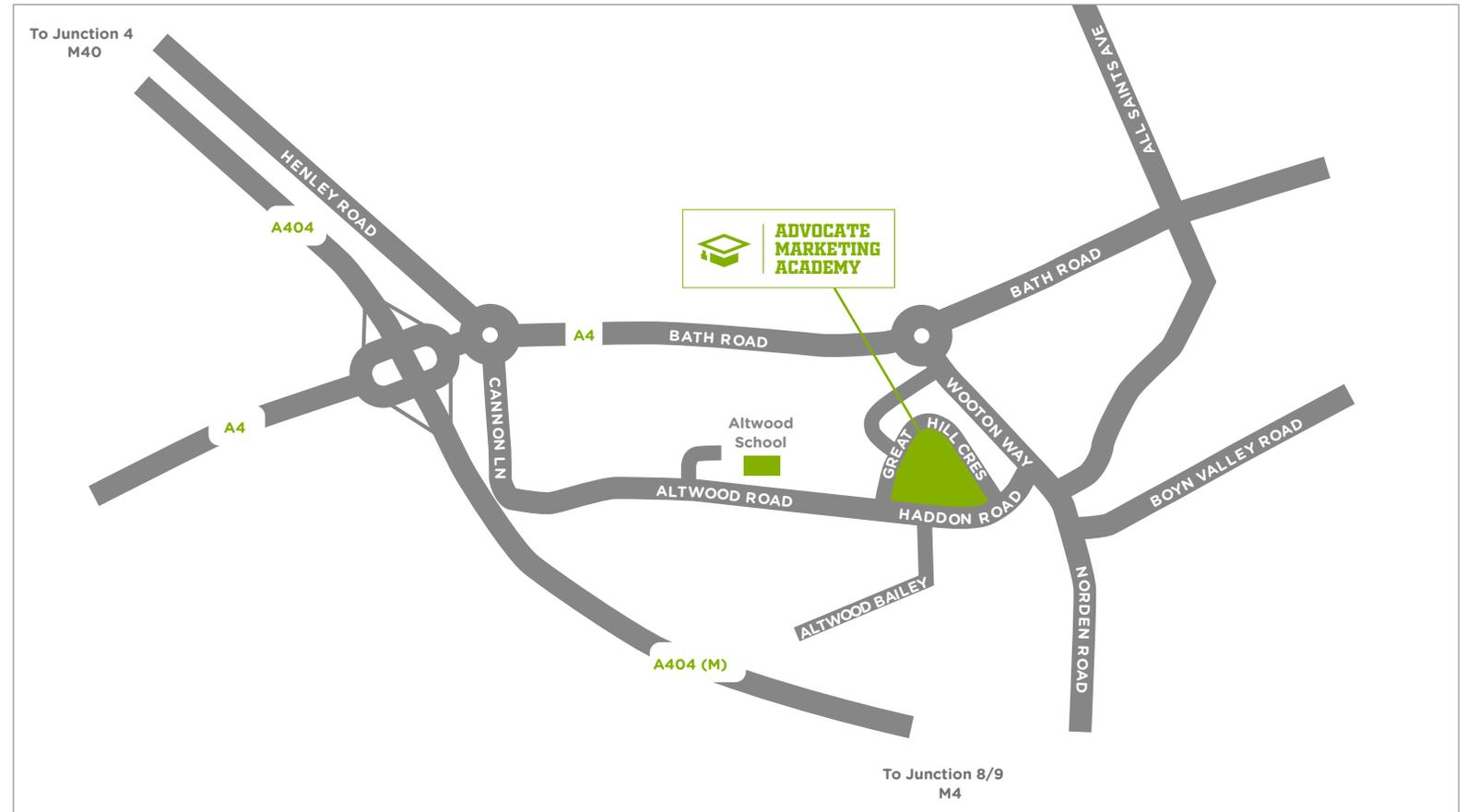
easy access from M4 and M40, Heathrow and London Paddington



Norden Farm Centre for the Arts is located on the west side of Maidenhead, approximately 1.5 miles from the town centre.

Travelling by car, the venue is located just off the M4 junction 8/9, which is 20 minutes from Heathrow or Reading.

By train, Maidenhead station is 35 minutes from London Paddington and 50 minutes from London Heathrow airport.





The AMA Europe event has been fantastic. I was privileged enough to be asked to speak this time, which I was very happy to do, and I look forward to coming next year. I love that we get to share experiences at a peer level and it's very open, very honest, and people are very happy to share.

**ANDREA CLATWORTHY**  
**HEAD OF ACCOUNT BASED MARKETING | FUJITSU EMEA**



To me, the value of AMA Europe is sharing best practices and also realising that many of us are facing the same challenges, sharing ways to approach those challenges, and where other programs are being successful.

**KATHERINE POOLE**  
**DIRECTOR OF MARKETING COMMUNICATIONS | RED HAT**



This is the first time I have been to AMA Europe. I'm loving being able to interact with other people in the field, understand their challenges and how they're overcoming them in this industry.

**LYDIA RAVEN**  
**MARKETING MANAGER | SALESFORCE.COM**



It's important that you interact with people that are your peers; people who are in similar industries, have similar constraints or challenges, whether that be budget, resource, global remit, or the way that technology is changing.

It's great to get those insights, rather than be siloed in your own world and to get some really creative ideas and discussions going, not just from a reassurance perspective, but also ideas that you can actually bring into your program.

**NADIA NIZAR**  
**HEAD OF INFLUENCER RELATIONS, EUROPE | ENSONO**



The value of this event is being able to meet with like-minded individuals, professionals in our industry, being able to share best practice.

Learning is also a very important part, and being aware of what technologies, the key drivers, what is really influencing our programs today, and how we can then work and think about bringing those in to our own programs as well.

**JOHN BRADSHAW**  
**GLOBAL PRODUCT MANAGER | HONEYWELL AEROSPACE**



I've been coming to these events pretty much since they first started. For me it's a brilliant chance to get to meet with other reference pros. It's almost like therapy.

Sometimes you sit there, isolated, trying to get references for sales and marketing, with a lot of challenges. Sometimes you think, 'What am I doing wrong? How can I do things differently?'

By coming to this event and meeting with other reference pros from the industry, you realise you're not the only one. You're not alone and you also get some great best practice tips to take back to the office.

**EMMA HALL**  
**EMEA SOFTWARE SERVICES MARKETING MANAGER | HEWLETT PACKARD ENTERPRISE**

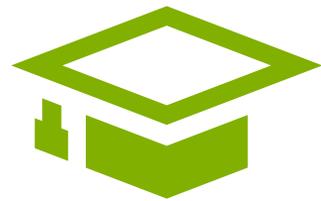


I always come away with my head spinning with ideas. If I can take just a few of them away and start implementing them, it makes attending the event worthwhile.

**UMESH PATEL**  
**HEAD OF GLOBAL CUSTOMER REFERENCE PROGRAM | FUJITSU**

# HERE'S TO ANOTHER GREAT ACADEMY





# ADVOCATE MARKETING ACADEMY