

B BETTER
TOGETHER

HER

MODERATOR: LAURA SWINTON
LBB

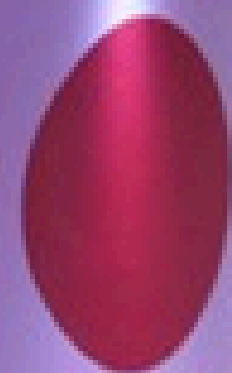
SIMON VALCARCEL
VIRGIN MEDIA O2

BEN CURTIS
MAGNUM (UNILEVER)

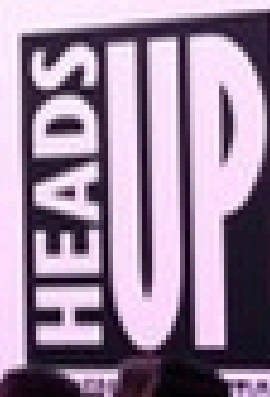
LINDSAY BARRETT
MARS PET NUTRITION

KATE WALL
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LONDON OCTOBER 2024

About



A premium, educational business and networking event for marketers, creatives and makers.

Better Together was created as a response to a growing movement within the ad industry. Many from around the world were frightened about the future of their business.

With its unique insight and touchpoints across all industry sectors globally, LBB spotted a growing disconnect between brands, agencies, production and post production.

Always with the aim of supporting the industry we love so much, we could see that finding a way forward would mean one thing - bringing people together. So, we set about curating a day of discussion, debate and education...



"Our belief is that there simply isn't enough open discussion between the various segments of the business."

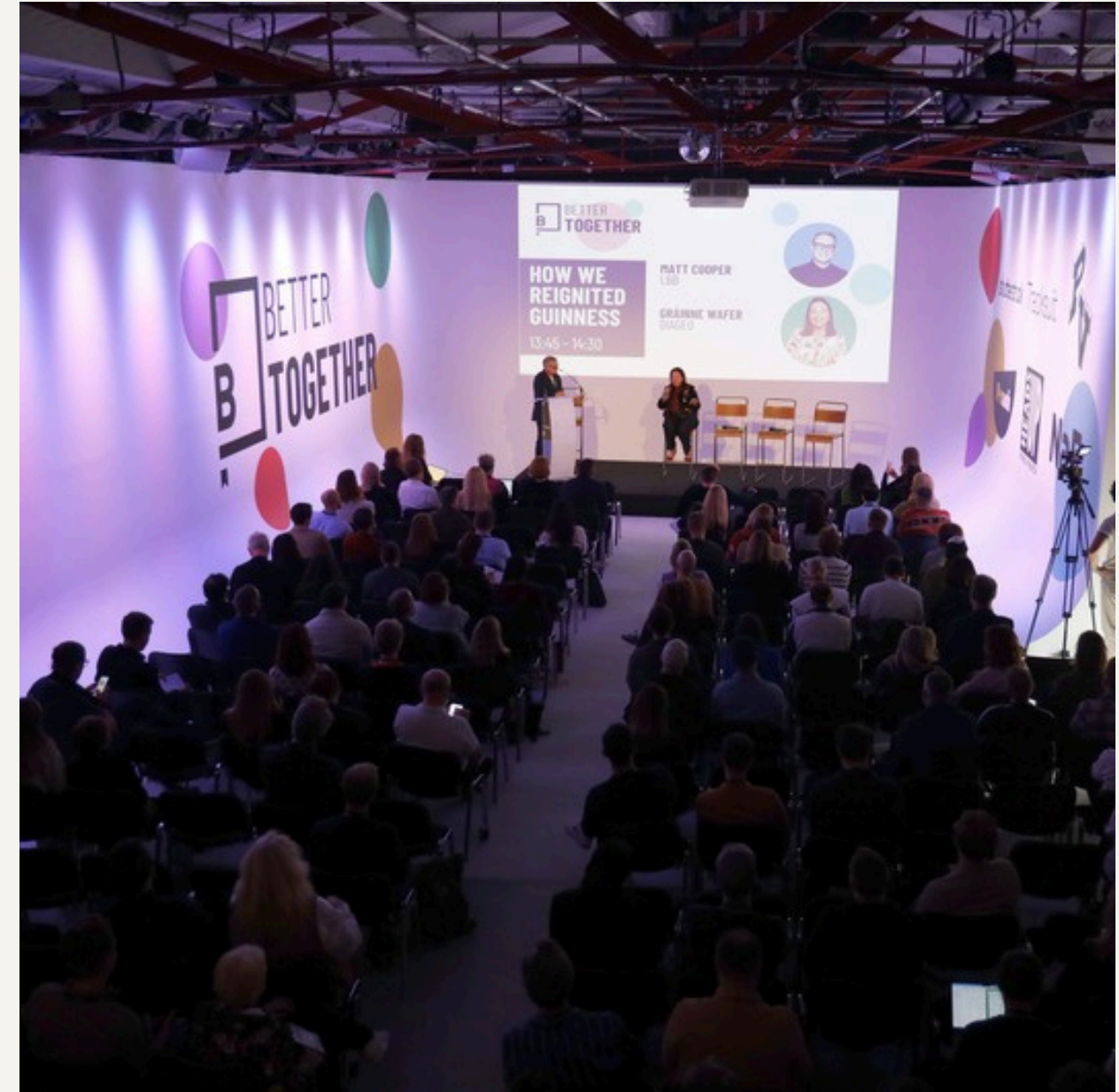
LITTLE BLACK BOOK'S CEO & FOUNDER MATT COOPER

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The Result?



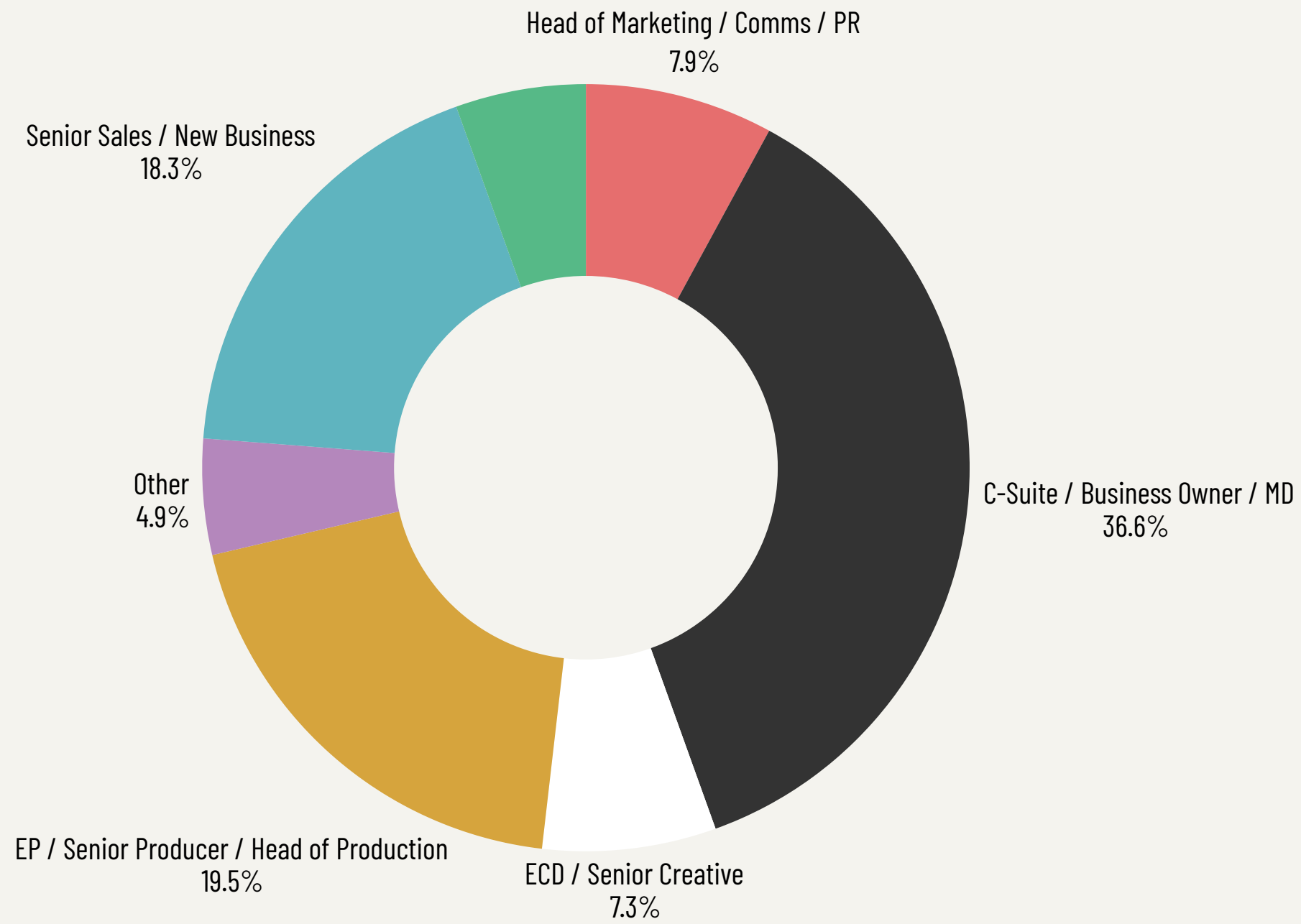
- A one-day, **sold out** event for **200** of **London's top marketers, creatives, agency** and **production folk**
- **6 x panels** with Q&A sessions.
- **24 x speakers** from brand, agency, production, industry associations and market research companies.
- **1 x evening drinks reception** with networking.
- **Local and global coverage** on social media and on Little Black Book



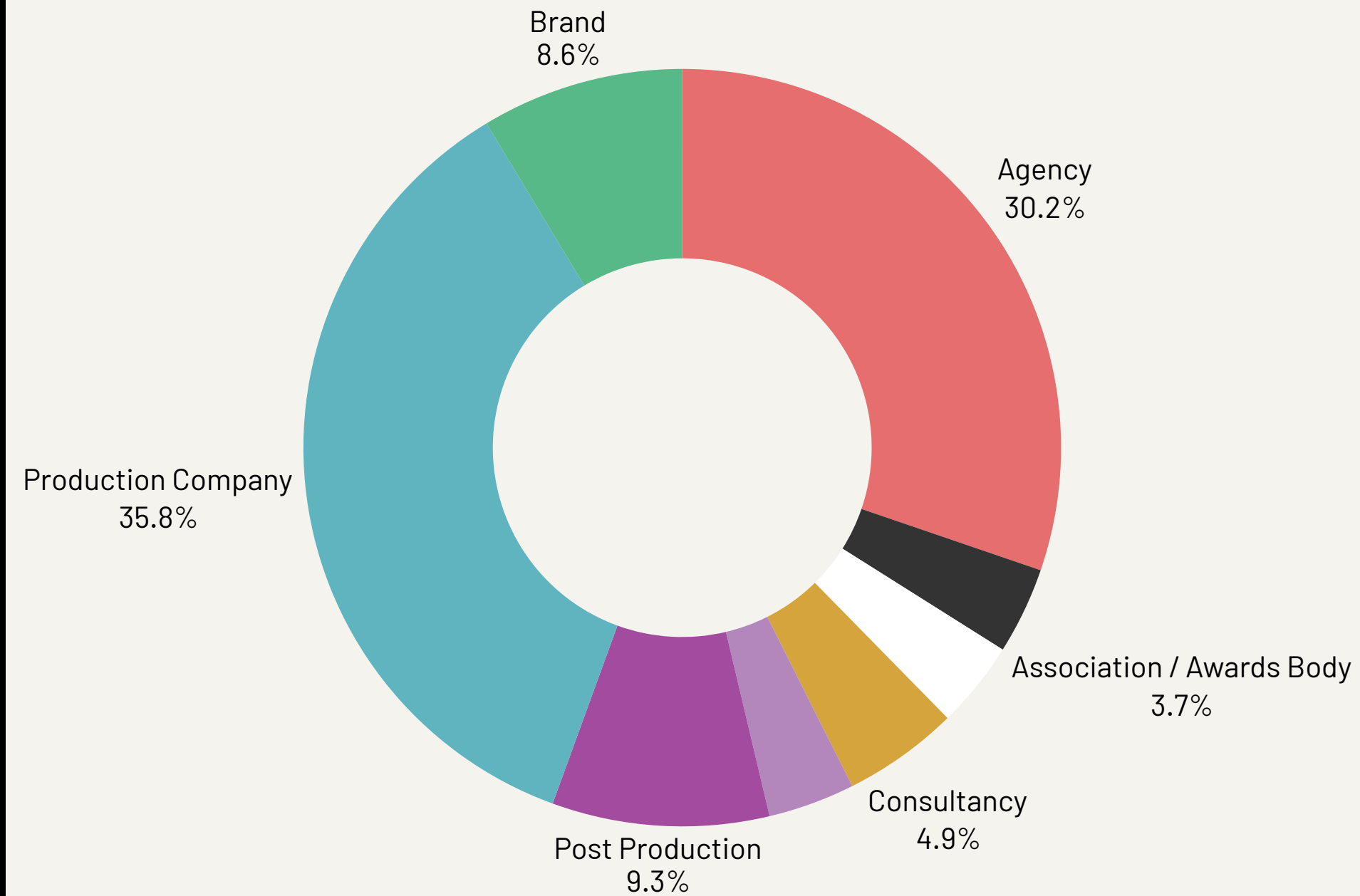
Our Attendees



Job Role



Company Type



Our Speakers



Unilever

Mondelēz
International

DIAGEO

MARS
Petcare

**ADVERTISING
ASSOCIATION**

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PEPSICO

WARC
AN ASCENTIAL COMPANY



riff raff



HAVAS

VIEW THE
FULL AGENDA
& LINE UP
HERE

Feedback



"It was both insightful and inspiring, and we came away feeling invigorated and pumped for the future. And as long as we are surrounded by brilliant people like there was at your event - it will be okay"

Mathias Upton-Hansen, Co-Founder & CEO, BLACKLIST

"The panel talks made for a really insightful day. I think it is so important for us all to take stock and look at how the industry is evolving and how we can work better together. Your event gave space for us to do that."

Victoria Keenan, Head Production & Partner @ BBH

"I thought it was excellent, everyone at NCA and Ogilvy were jealous I was able to attend!

It was collaborative, informative, interesting and insightful with a great cast of characters.

Can't wait for next year and hoping you will roll out further. Honestly, brilliantly executed. We all loved it, great crowd and a conversation that is important to be had."

**Matt Craigie Atherton, Chief Production Officer
New Commercial Arts**

Feedback



"I really enjoyed it. I don't usually go to things like this but my boss suggested I give it a go. So much to think about. Great effort, have told my boss to go to the next one!"

James Myles, Rascal Post, Creative Director

"Thanks so much for the event yesterday, I thought it was brilliant.

I really enjoyed the flow of the day, the content and the panellists. I felt it was really valuable and it ran so smoothly! I can't wait to watch the event grow and blossom in the future 😊"

Abi Field, BBH, New Business and Marketing Coordinator

"Many thanks for inviting me to the event - it seemed very well attended, a great mix of all disciplines. Great moderators. I loved how it was set up - not too corporate, friendly and accessible. I would recommend to rest of Riff Raff EPs that they get tickets next year."

Tracey Cooper, Riff Raff, Executive Producer

"It was such a great event, I thought the panels were super interesting and great to see some new faces up there. 10/10 from me."

Annabel Bennet, Whitehouse Post, Executive Producer

Feedback



"Thanks to you and your team for putting on a great event. I thought the speaker curation and running order of event was excellent. Teeing things off with data and industry trends was a great framing for the rest of the discussions.

I also thought catering and venue were spot on. Having the two separate rooms was actually an added bonus.

It was a brilliant event! Big thank you from Territory Studio"

David Sheldon—Hicks, Founder, Territory Studio

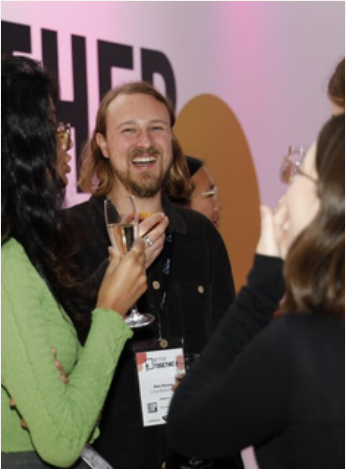
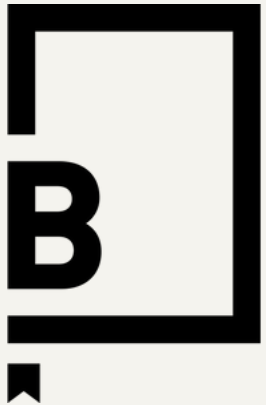
"I loved it very much!

- the intention
- the curation
- the range of subject matter - niche (and extensive within that niche)
- the quality of the speakers
- friendly and personable venue
- the branding - wow!
- the Guinness case study - that was excellent and she was a great speaker.
- the length of breaks - not too short and not too long"

Caroline Bottomley, MD/Founder, Shiny Awards

Photos

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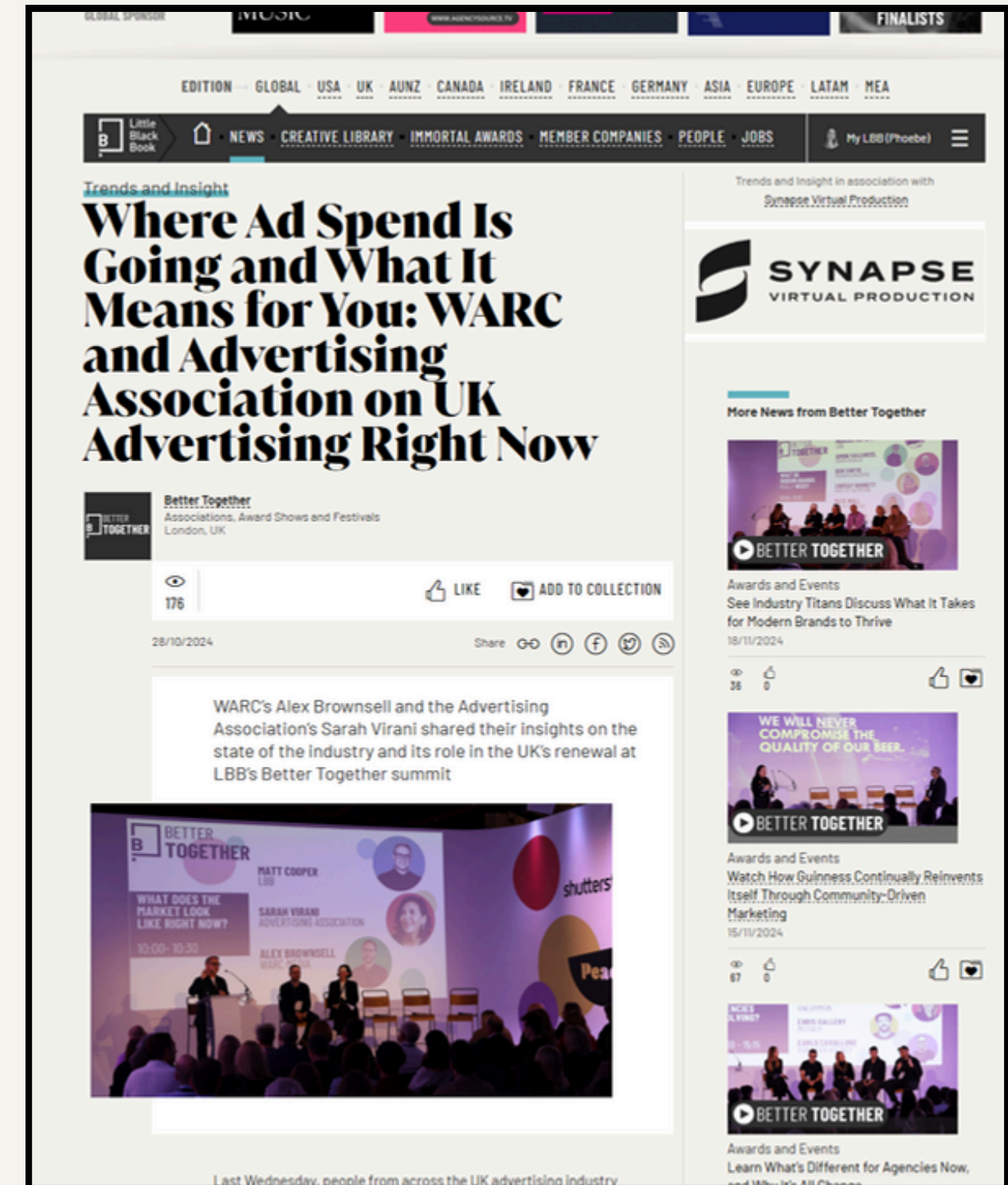
Coverage



11.6k x views on coverage on LBB (and growing)

34 x articles about the event or event related content

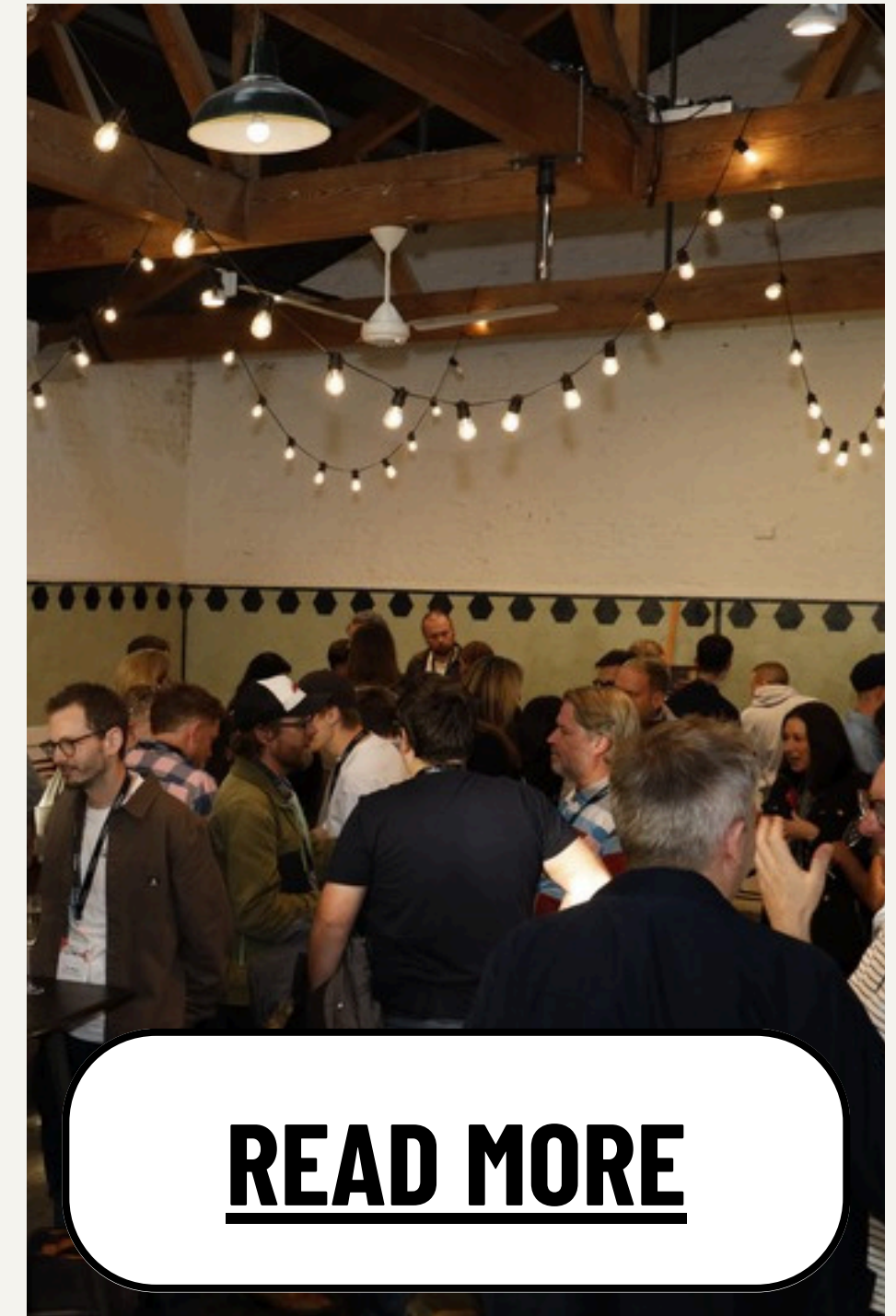
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A Historic Creative Venue

Situated metres from Regent's Park, Park Village is one of London's longest established production companies. The event was hosted in their unique 10,000 sq ft studios, steeped in 50 years of British creative heritage.

The Studio building, built in 1892 as a riding academy and protected by English Heritage, has an eclectic history, from housing elephants, giraffes and bears when nearby London Zoo was bombed in WW2, to facilitating legendary commercial shoots such as 1990's Award winning "Dambusters" for Carling Black Label. PV Studios continues to attract the brightest stars of film, fashion, art and music, from the Rolling Stones in 1969 right up to the present day.



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LBB's Event Heritage



Not only do we speak at multiple industry events, with partners across the world, we've hosted countless networking events, educational sessions and showcases in our 14 year history.

Famously our beach at Cannes Lions festival of creativity was the first Cannes Lions 'fringe event to be hosted outside the Palais des Festivals:

- Run annually for 13 years
- Over 5000+ guests in 2024 alone
- Guests from over 50 different countries
- Brand, agency , production, post, music and sound, martech and more join us every year.

Since 2018 we've also been taking the Immortal Awards all across the globe:

- Jury sessions and sponsored dinners hosted on every major continent (except Antarctica!)
- Showcase events held in businesses in LA, New York, Mexico City, Dublin, London, Paris, Berlin, Sydney, Auckland and many more

Better Together | Advertising 2024
**Little Black Book
& Friends Beach**





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