

GREAT thinkers

Didn't make it to KBBdigicon 2018? We showcase the highlights from Hubert Burda Media UK's digital marketing event for the KBB industry

Words **Danielle Lett** Photos **Graham Martin**

Following on from the first edition in 2017, KBBdigicon – Hubert Burda Media UK's digital marketing event – returned for another jam-packed day full of forward-thinking industry expertise and networking for those in the KBB industry.

Taking place at the prestigious De Vere Grand Connaught Rooms in Holborn, London, on 13 September, over 100 guests were in attendance, eager to learn from the carefully curated panel of experts and speakers.

Hubert Burda Media UK's speaker and panel co-ordinator Katie Byrne said: "With this year's edition of KBBdigicon featuring twice as many speakers and topics, it's been a real joy to hear so much fantastic feedback from our guests. The day was as informative as it was inspirational, and it's been very satisfying to hear how many industry professionals found our timetable of speaker presentations and panel discussions beneficial."

Held in association with kbbdaily.com, ekgbusiness and KBB Ark, those who attended were fortunate enough to gain expert information covering a wide variety of sectors and topics, including online presence, future tech in the KBB industry and many more.

In the run-up to the event and throughout the day itself, people were encouraged to share and keep up with all that was going on via Instagram and Twitter by using the hashtag #KBBdigicon.

The morning began with registration and breakfast in the Drawing Room, followed by a warm welcome from KBBdigicon chair Philip Smith. Multi-platform content expert and content marketing consultant Smith has extensive experience in developing strategy and creating

digital content for marketing lead-generation and nurturing programmes – most recently overseeing content marketing and communication in the EMEA region for over two years.

The first set of speakers for the day then took to the stage – Tom Dunmore of Mediablaze and James Mortimer from iCrossing. Tom Dunmore shared with the room the importance of digital storytelling and bringing content to life, while James Mortimer shared the need-to-know social media updates for businesses. The event's first panel then followed, revolving around digital marketing in 2019 – from working with influencers to the freshest ideas for the upcoming year.

Following a brief break, Upbeat Agency's founder Jordan Bucknell shared his tips and insights for getting the most out of Facebook – from essential functionality to advertising hints and tricks, followed by Zazzle Media's strategy and innovation manager Mark Wheat on the all-important advances being made in SEO, including the impact of voice recognition.

The second half of the event included networking opportunities and more talks, including Pure360's senior marketing manager Kristian Bannister on how to develop and grow your mailing lists in a post-GDPR world; and an insight into the psychology of the online shopper courtesy of LAB's director of human technology Daryll Scott. The day's final speaker was Ellie Hernaman, CEO of Truffle Social, who shared her golden rules for successfully handling an online crisis.

Wrapping up proceedings was a panel of pros who came together to discuss some of

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Katie Byrne, speaker and panel co-ordinator, Hubert Burda Media UK



1. Mark Wheat, strategy and innovation manager at Zazzle Media
2. Guests at 2018's KBBdigicon event in the Edinburgh Suite
3. KBBdigicon chair's Philip Smith welcoming 2018's attendees in the Edinburgh Suite
4. Ellie Hernaman, CEO of Truffle Social
5. Our panel of pros discuss some of the most pressing and relevant issues in the technology realm
6. Daryll Scott, director of human technology at LAB
7. Jordan Bucknell, founder of Upbeat Agency
8. Kristian Bannister, senior marketing manager at Pure360
9. James Mortimer, paid social strategist at iCrossing
10. Tom Dunmore, head of strategy and co-founder at Mediablaze



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Nathan Maclean, managing director, Virtual Worlds



▶ the most pressing and relevant issues in the technology realm, ranging from the pros and cons of incorporating it into the home, to the most exciting developments expected over the next decade.

Following the closing statement, the rest of the afternoon allowed attendees more time to network and further share any insights into the world of digital marketing for the KBB industry.

Reflecting on yet another successful year for KBBdigicon, KBB Ark editor Amanda Peters said: "From emotionally connecting with a consumer to damage control when everything goes wrong, this year's selection of speakers cleverly touched on the intricacies of digital storytelling and marketing. Each session was unique and informative in its own right, hopefully giving attendees more clarity on how to ace their own new media mechanism."

REACTIONS TO KBBDIGICON 2018

» "Digital marketing is so important for all of us within the KBB industry. This year's KBBdigicon event was an incredibly useful insight into an area of business that can sometimes feel daunting. KBBdigicon is a 'go to' conference for anyone looking to further their digital marketing expertise. The digital landscape is forever changing and it is impossible to keep up with what's new, what's in vogue and what costs you money, as well as what you should be looking to do for the future. The excellent selection of speakers and panellists were magnificent and I can't wait until next year"

Lauren Humphries, senior PR executive, JMM PR

» "It's been a busy 12 months in digital marketing and the depth and range of insight and debate at KBBdigicon reflected this. It's clear that the key themes – from paid social to influencer marketing – are enduring, but with the implementation of GDPR this year, data and list management is a key focus for modern marketers. All the speakers and panellists stressed the importance of planning when developing a digital strategy for 2019, but if I was to take one lesson away from the conference, it would be this: while concentrating on only one or two channels or platforms in your digital marketing strategy is unwise, according to the experts, don't sacrifice quality for quantity as you strive to get the most out of your marketing budget."

Philip Smith, KBBdigicon chair

» "KBBdigicon has become a key date in our calendar. In the fast moving digital landscape, it's never been more important to be at the forefront, and having a digital marketing conference specifically tailored to the K&B industry is great. Once again we were treated to some fantastic speakers and we picked up some interesting insights"

Laura Davie, marketing co-ordinator, Cosentino UK & Ireland

» "Digital marketing is critical to the success of all organisations operating in the KBB industry. We learned a great deal from the presentations at KBBdigicon, and as a result, we'll be more effective with our digital marketing activities and also save money"

Theresa Turner, marketing director, ArtiCAD



A REAL BUZZ

Here's a snapshot of this year's attendees working the room...



“DIGITAL MARKETING IS CRITICAL TO THE SUCCESS OF ALL ORGANISATIONS. WE LEARNED A GREAT DEAL FROM KBBDIGICON, AND AS A RESULT, WE’LL BE MORE EFFECTIVE WITH OUR DIGITAL MARKETING ACTIVITIES”

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» “KBBdigicon really opens up your mind to new ways of marketing and helps you to stay ahead of the curve. I came away from this year's conference with an abundance of new, fresh ideas for our digital strategy that stemmed from both the talks I heard and discussions I had. The calibre of speakers was very high and it was a great environment to network with other people in the KBB industry”

Rebecca Slater, digital marketing executive, Vitra

» “The KBBdigicon event was really insightful and, I believe, attending the conference is valuable to anyone within the KBB industry. As a technology company ourselves, we know how important it is to keep up with the latest advancements and digital marketing is no different. The way consumers shop and search for information is ever changing and it's vital that we all keep ahead of the game to ensure the success of the KBB industry”

Nathan Maclean, managing director, Virtual Worlds

» “KBBdigicon lived up to its reputation in its second year, and was, if anything even more informative. I've got five pages of notes! With everything from digital storytelling, through how to deal with faux pas tweets, to the amazing human technology, the whole day was full of useful tips and a good few laughs. Somehow even GDPR sounded interesting!”

Jeannie Long, owner, Kyalami Communications