THE NEW ERA OF INFLUENCE

Welcome to HUDDLE 2018
Thursday 15th November
AGENDA

About Huddle
The Theme
How to Huddle
Next Steps
Partnerships
Questions?
ABOU T HUDDLE

• Huddle is Mindshare’s annual flagship event.

• For one day, we shut down the agency and play host to a jam-packed agenda of 140+ sessions on a theme related to the future of media.

• A new theme is announced each year and Mindshare invites partners to host their own inspiring & thought provoking sessions.

• Huddle is a day outside of the office when we forget about our day-to-day roles and celebrate innovation, curiosity, learning and new ideas.
KEY DIFFERENCE FOR 2018

Greater industry focus

More curated experience for participants
THIS YEAR’S THEME
THE NEW ERA OF INFLUENCE

• We are in the business of influencing human behaviour.
• Huddle this year will focus on the changing nature of influence and where we are headed.
• Sessions will explore how the following sources of influence will evolve by 2021.
THE NEW ERA OF INFLUENCE

SUB THEMES

1. MEDIA
2. BRAND
3. PSYCHOLOGY
4. TECHNOLOGY
5. HUMAN
MEDIA

How is the influence of media brands changing?

A) THE RENAISSANCE OF CONTEXT

How influential is context in modern communication? In the era of news feeds and unbundled content, do consumers still care about media brands? Has the rise of fake news and the trust deficit led to a new appreciation in the industry for media brands and context? Have we focused too much on audiences ahead of environment?

B) SETTING THE NATIONAL AGENDA

How influential are traditional media news brands, TV channels & radio stations today? Do they still shape the national mood and swing elections? Has social media enabled politicians & celebrities to influence public opinion directly without the filter of mainstream media?

C) THE POWER OF SHARED MEDIA EXPERIENCES

Can media brands still deliver shared media moments? Do filter bubbles make the concept of a shared media experience obsolete? Are memes, viral content, boxset binge viewing the modern shared (albeit asynchronous) media moments?
MEDIA
SUGGESTED KEYNOTE SPEAKERS

Session B:
SETTING THE NATIONAL AGENDA

Jon Snow
Presenter, Channel 4

Piers Morgan
Presenter, ITV – Good Morning Britain

Emily Maitlis
British journalist, documentary-maker and newsreader for the BBC.

Sarah Sands
Editor of Today Programme

Session C:
THE POWER OF SHARED MEDIA EXPERIENCES

Prof Philip Howard
University of Oxford’s Internet Institute
What does the future hold for brands?

A) BRAND POWER AND INFLUENCE
Will brands be as influential as they have been in the past? Will big brands retain their influence on consumers’ wallets? Or will small, nimble, direct to consumer brands challenge the influence of the big brands? What challenges will new technologies such as automated reordering, voice technology and the rise of ‘Zero UI’ present.

B) REPAIRING BRAND TRUST
Brands originally developed as a marker of trust and quality, yet today trust in brands is at an all-time low. What can brands do to rebuild trust?

C) BRANDS FOR GOOD
A growing number of brands are getting involved with social purpose. How will this evolve in the future? How influential can brands really be in changing societal norms and behaviours? Could they be doing more or should they leave it to the government? How influential is brand purpose really on buyer behaviour?
BRAND SUGGESTED KEYNOTE SPEAKERS

Session A:
BRAND POWER AND INFLUENCE
Scott Galloway
Clinical professor of marketing at the New York University Stern School of Business, and a public speaker, author, and entrepreneur.

Session B:
REPAIRING BRAND TRUST
Byron Sharp
Professor of Marketing Science at the University of South Australia, known for his work on loyalty programs.
Mark Ritson
Adjunct Professor of Marketing at Melbourne Business School.

Session C:
BRANDS FOR GOOD
Sam Conniff
Author of Be More Pirate
Keith Weed
CMO, Unilever
PSYCHOLOGY

What can new findings in behavioural science tell us about the nature of influence in the 21st century?

A) EXPLORING OUR HIDDEN BIASES

What are the hidden biases that affect our decision making? What roles do emotion and reason play in our choices? How can we apply this new understanding to communications?

B) THE NEW PURCHASE JOURNEY

How is the concept of the purchase journey changing? How should we apply the idea of the purchase journey in the future? Will the marketing industry ever abandon the purchase funnel?

C) MASTERING INFLUENCE

How can psychological principles be applied to make people more influential in everyday encounters? How can you become a person of influence?
Session A:
EXPLORING OUR HIDDEN BIASES

Derren Brown
Showcase of the hidden decision maker

Linda Papadopoulos
Canadian psychologist based in England

Daniel Kahneman
Psychologist notable for his work on the psychology of judgment and decision-making, as well as behavioral economics, for which he was awarded the 2002 Nobel Memorial Prize in Economic Sciences.

Rory Sutherland
British advertising executive. Current Executive Creative Director of OgilvyOne.

Session B:
THE NEW PURCHASE JOURNEY

Ben Hammersley
International futurist, working with corporations, governments, and individuals, to prepare for the digital future.

Session C:
MASTERING INFLUENCE

Martin Lindstrom
He has carved out a niche as a global expert and pioneer in the fields of consumer psychology, brand marketing, and neuroscientific research.

John C. Maxwell
Author of several books about the art of influence.

Dr. Srini Pillay
Founder and CEO of NeuroBusiness Group, is a pioneer in brain-based executive coaching who is dedicated to collaborating with experts to help people unleash their full potential.
HUMAN

As influencers, algorithms and big brands shape our opinions, what about the influence of everyday people?

A) THE NEW INFLUENCERS

Who are the new “influencers” and why do we trust them? How do influencers differ from celebrities? Will the influencer bubble burst?

B) REDEFINING WORD OF MOUTH

As trust in business and institutions continues to decline, does the authentic voice of ‘real people’ become more influential? What’s the role of direct WOM, forums, user reviews on brand choice? Are Amazon reviews the ‘new brand’?

C) WILL HUMAN INTERACTION BECOME MORE VALUED IN AN AUTOMATED WORLD?

Could “human interaction” become a luxury selling point? Will experiential marketing continue to grow? Will automation be used to ‘augment’ customer service rather than replace it?
HUMAN SUGGESTED KEYNOTE SPEAKERS

Session A:

THE NEW INFLUENCERS

Dolly Alderton and Pandora Sykes
Both former national journalists who have set up their own celebrity/news podcast with various sponsors including Google
TECHNOLOGY

The Cambridge Analytica scandal has prompted much discussion about the influence of algorithms on our daily lives. How much is too much, and where does it go next?

A) THE RISE OF ASSISTANCE
How influential could digital assistants become? What decisions will we let them make for us? How could brands influence digital assistants?

B) FAKE NEWS & FILTER BUBBLES
Algorithms optimised for engagement end up promoting fake news because sensationalism sells - how can the model be fixed? As algorithms only show us what we like, how do we broaden our horizons? Is the filter bubble effect dividing society?

C) BIAS AND ETHICS
As algorithms make decisions about finances, loans, jobs etc. how can people challenge them? How should algorithms be regulated? How do we create diverse ways of thinking in order to minimise the bias built into algorithms?
TECHNOLOGY
SUGGESTED KEYNOTE SPEAKERS

Session A:
THE RISE OF ASSISTANCE

Shivvy Jervis
Award-winning futurist, keynote speaker and broadcaster uncovering the most groundbreaking innovation that will redefine our realities.

Gerd Leonhard
European futurist, speaker and author who specializes in the debate between humanity and technology. He currently lives in Zurich.

Session B:
FAKE NEWS & FILTER BUBBLES

Benedict Evans
Works at a venture capital firm in Silicon Valley that invests in technology companies.

Jamie Bartlett
People vs Tech, how the internet is killing democracy

Session C:
BIAS AND ETHICS

Tabitha Goldstaub
British tech entrepreneur who specialises in communicating the impact of artificial intelligence.
HOW TO HUDDLE

We have up to **140 Huddle spaces** available this year with room capacities varying from 15-100 people.

Huddles are 45 minute sessions and we encourage partners to bring inspirational, well-know speakers who are relevant to the theme.
HOW TO HUDDLE

The rules are simple: PARTICIPATION is a must and NO POWERPOINT.
- Traditional presentation style talks are not allowed
- All sessions must encourage audience participation

BAR ONE EXCEPTION:
We are reserving 20 larger slots for keynotes / one-way conversations from real experts and highly influential speakers.
We have up to **36 Off Huddle spaces** available this year

Off Huddles are interactive experiences (i.e. games, booths, pieces of tech) spread throughout the office and active for the whole day.

We would like off Huddle’s to be more closely linked to the theme this year and must relate to one of the 5 themes.
OVER TO YOU...

To get started, please go away and have a think, talk to your teams and your partners. The Huddle team will be on hand to help with ideas or as sounding boards for your proposals.

When you’ve got your Huddle scoped out, we’ll send you a form to complete and send back to us. It will ask you to sketch out what your Huddle and/or Off Huddle will look like and which sub theme you feel your idea fits: Media, Brand, Psychology, Human, Technology.
THE DEADLINES

We would like proposals back by **18th August** and will confirm all Huddle slots by **10th September** and we’ll publish the agenda itself end of October.

**18** August
PROPOSALS

**10** September
SLOTS CONFIRMED

**25** October
FINAL AGENDA
BE THE TALK OF THE TOWN AT HUDDLE!

We have three fantastic partnership opportunities that will give your organisation visibility to our 700+ clients and 800 staff members. We are also open to your partnership suggestions – so if you would like to discuss these opportunities or pitch an idea to the team please email: Huddle.London@mindshareworld.com
PARTNERSHIPS

Last year, we had a raft of brilliant partners who provided entertainment, tech, food and drink to 1500 clients, colleagues and collaborators. This year, we have a number of different partner opportunities available to anyone interested in playing a bigger part on the day.

HUDDLE 2018
THERE AIN’T NO PARTY LIKE A HUDDLE AFTER PARTY!

At 6pm, the Bar is transformed into a hub of music, drinks and entertainment.

Help us create a night to remember for our 1,500 clients, staff and partners. This sponsorship includes visibility across email, social, lanyards, wristbands, signage and more. £POA.

Alternatively, we have a 5-6pm boozy entertainment slot while the Bar is being transformed. All ideas welcome! £POA
THE TEE-PEE

Host our much adored tepee based in the piazza of Central Saint Giles. Seating 70 and complete with a cosy fire-pit, lighting and AV. You can create the perfect storytelling environment to warm attendees on a crisp November night.

Our Huddle team will work with you to create the look and feel you want. This partnership includes branding inside and outside the teepee, across email, social, lanyards, signage and more.

£10,000
With over 200 Huddles and Off Huddles to choose from, we know it's impossible to hear and see everything. We'd love to work with a partner to help us host all the interesting thought-leadership, interviews, videos, podcasts and photos so that Huddle lives beyond the day itself. Let us know if you're interested!