



advocate
marketing
academy

advocate marketing academy

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#amaeurope

- 3. welcome home
- 4. previously at the academy...
- 5. why attend?
- 8. theme
- 9. speakers
- 12. agenda
- 13. app
- 14. venue
- 16. location
- 17. travel
- 18. accommodation
- 19. attendee quotes

index

welcome



2017 highlights

Do you create or use customer stories?

Are you involved with customer reference or advocacy programmes?

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...



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why attend?

advocate marketing academy europe 2019



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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

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ama europe 2019

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

This year we've gone PWYTIW; YOU decide the value of AMA and your company pays accordingly; from £0 to £500 plus vat*.

It's the same experience no matter how little you can contribute. Client-side only, and subject to approval.

[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 lead | microsoft



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perspectives

We know storytelling is timeless.

Customer stories make your brand more authentic, more relevant.

We all know the value of customer stories, but we also know customer stories have to bear a tremendous weight.

There is pressure for these stories to speak to multiple audiences: the C-Level, IT decision makers, business units, analysts, partners. They have to support big Brand themes, drive sales campaigns, tick the correct product marketing messaging.

And you want all this crammed into a 1,000-word case study, or two-minute video?

There has to be a better way.

AMA Europe '19 will explore new levels of relevance in customer storytelling.

From 'same story - different channels' to 'same story - different voices, stakeholders and audiences'.

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theme

speakers



peter barton

editor-in-chief

Peter works across written, video and graphic content for all inEvidence clients. Previously, a magazine & policy document editor, with background in business publishing and the creation of branded content.



emily evangelista

global director of customer engagement

Emily works with a team of strategists, customer advocates, data scientists and thought leaders to create the best experience possible for Micro Focus customers and partners.

Emily is the mother of four amazing kids; a wife, humanitarian, and world adventurer.



gillian farquhar

global head, customer marketing

Gillian has 20+ years of experience in global communications and building large, customer-centric organizations in customer marketing. Gillian joined Qlik's Global Field Marketing organization last year, starting the company's Customer Marketing practice and growing its influence to encompass all reference and customer evidence programs.

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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 programme. 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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ben payne

co-founder and national producer

Ben is a writer, director and dramaturg. He co-founded the Ministry of Stories and was previously Literary Manager and Associate Director at Birmingham Repertory Theatre where he established the company's ground-breaking young playwrights' scheme and programmed the work of The Door.



matthew quirk

global market strategy & development

Matt is responsible for defining and implementing an industry leading Go-To-Market strategy to drive profitable growth and market share for HPE OEM Solutions around the world.

Matt is driven by a passion for accelerating innovation and technology to help OEM customers maximize high-growth opportunities across multiple industry sectors.



speakers



hannah james

associate mgr, global programs, customer reference

Hannah James is the Associate Manager for Global Programs on the Red Hat Customer Reference Team. She's a strategic, solution-focused marketer working to share Red Hat's success through the voices of customers around the world. Hannah has worked with brands in the B2B tech industry specializing in advanced analytics, IoT, cloud solutions and open source software.



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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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speakers



mike wood

head of video

As Head of Video at inEvidence, Mike oversees all the video and post production, producing engaging customer story videos with customers all over the world.

With over 20 years' experience, Mike has worked in all areas of the industry from broadcast to corporate from cameraman to Director of Photography and Director.

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paula zuccotti

photographer and ethnographer

Paula Zuccotti is a photographer and ethnographer. She is also the author of the best-selling book *Every Thing We Touch* where she asked 62 people from 6 continents and different ages, cultures, professions and economic backgrounds to gather every object they touched in 24 hours. From a toddler in Tokyo to a cowboy in Arizona — they all took part in documenting their personal possessions. Paula then captured their stories by beautifully arranging their objects together in a single frame.

agenda

	9	10	11	12	13	14	15	16
8:30 - 9:25	Arrival, registration, get the AMA app running coffee, pastries, app support, mingle and meet							
9:25 - 10:00	Opening: Robin Hamilton - inEvidence why references are meaningless							
10:00 - 10:35	Session 1: Emily Evangelista - Micro Focus creating change through authentic story telling							
10:35 - 11:10	Session 2: Matthew Quirk - Hewlett Packard Enterprise OEM a complex route to market - an easy story to tell							
11:10 - 11:35	Networking break chat with friends, make new ones, meet inEvidence							
11:35 - 12:10	Session 3: Ben Payne - Ministry of Stories inspiring future storytellers							
12:10 - 13:05	Session 4: Mike Wood - Video workshop studio Session 4: Peter Barton - Writing workshop theatre							
13:05 - 14:00	Networking lunch eat, meet, greet. one-word challenge							
14:00 - 14:35	Session 5: Hannah James - Red Hat simplify, unify, amplify							
14:35 - 15:10	Session 6: Paula Zucotti - Ethnographer Trend Forecaster everything we touch							
15:10 - 15:30	Quick break! a quick cup of tea, then finish in style							
15:30 - 16:05	Session 7: Gillian Farquhar - Qlik the customer marketing build							
16:05 - 16:15	Wrap: Melissa and Robin what we learned							
16:15 - 17:00	Decompress relax after a full, fun day; a glass of something nice							



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app

A year's worth of customer reference/advocacy networking, not simply a day's digitisation of the agenda



content

- Event information
- Agenda
- Session reminders
- Session feedback
- Attendee details
- Discussions
- Polls
- Social posts
- Photos



app



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venue

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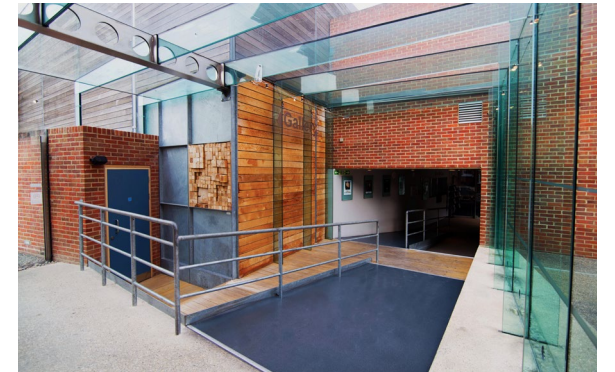
norden farm centre for the arts

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 2019; allowing for expansion but keeping an intimate British feel.

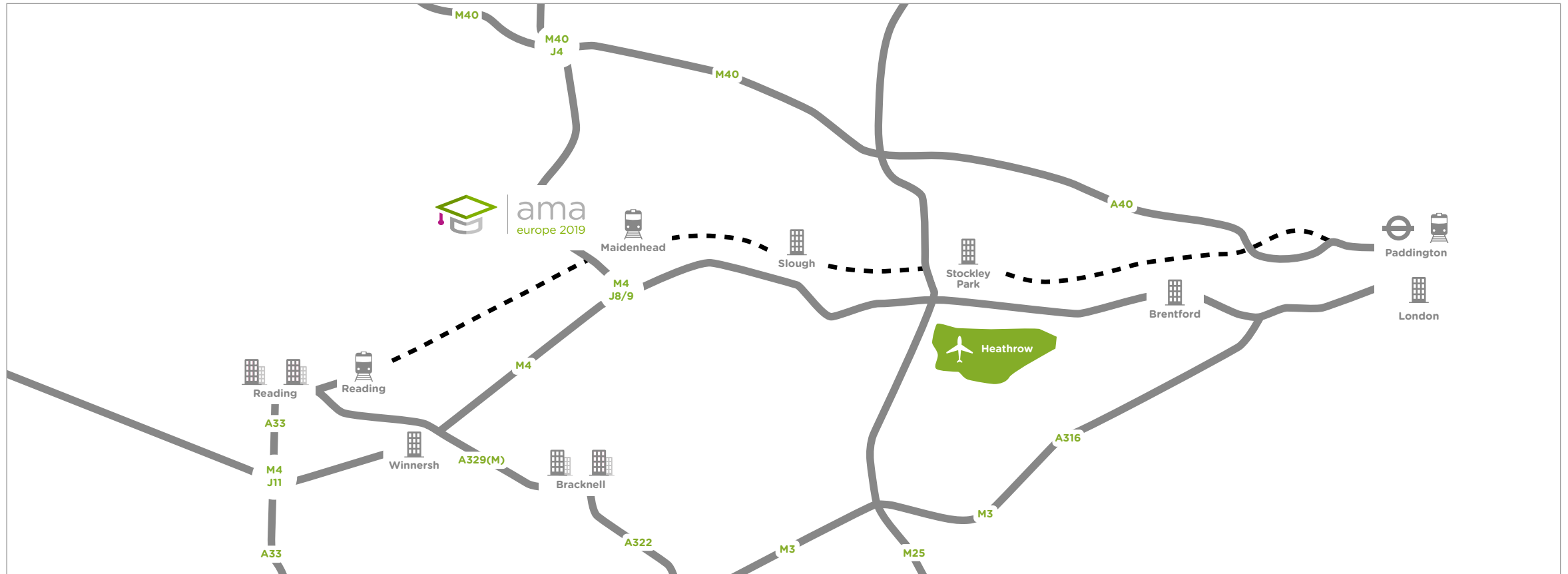


location

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



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travel

easy access from M4 and M40, Heathrow and London Paddington



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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's Heathrow airport.



hotel guide

easy access from M4 and M40, Heathrow and London Paddington



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The Holiday Inn Maidenhead/Windsor

1 mile away
from £99 (\$127) per night

Manor Lane, Berkshire,
Maidenhead SL6 2RA

0871 942 9053
www.holidayinn.com



Macdonald Compleat Angler

5.5 miles away
from £134 (\$172) per night

Manor Lane, Berkshire,
Maidenhead SL6 2RA

0871 942 9053
www.holidayinn.com



Hurley House Hotel

3 miles away
from £175 (\$225) per night

Henley Road,
Hurley, SL6 5LH

01628 568 500
www.hurleyhouse.co.uk



The Crazy Fox Hurley

4 miles away
from £125 (\$160) per night

High Street, Maidenhead,
SL6 5NB

01628 825 086
www.crazyfoxhurley.com



The Oakley Court

6 miles away
from £175 (\$225) per night

Bray, Windsor,
SL4 5UR

01753 609 988
www.oakleycourt.co.uk



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 programmes 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 programme.

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 programmes today, and how we can then work and think about bringing those in to our own programmes as well.

john bradshaw
global product manager | honeywell aerospace



I've been coming to these events pretty much since they first started. And 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. And 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 programme | fujitsu

here's to another great academy





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europe 2019