



Sponsoring Organisation



Marketing Communication Consultants Association (MCCA)

Scott Knox, MD

The MCCA is the leading body for the UK's marketing agencies. First established in 1989, it is an agency only body for all types of agencies, though historically has represented those businesses not in the traditional advertising space.

Members include agencies in design, digital, direct marketing, live brand experience, PR and promotional marketing. All discipline areas of the marketing mix that have grown in importance to brands globally.

The MCCA joined The Debating Group last year and this is the organisation's first debate. The MCCA saw The Debating Group, alongside its membership of The Advertising Association, as the right channel to government. Rather than duplicate the great work of each organisation, the MCCA feels that fully supporting these two bodies will allow it to take part in the UK's parliamentary processes. Whilst the MCCA focuses on enhancing its members and showcasing them in the best possible way, it can deliver its constituency views to MPs and others via The Debating Group and The Advertising Association.

The MCCA is the voice of future-thinking, marketing agencies, those not bound by convention but seeking new and engaging ways to have conversations with consumers. An MCCA agency will not be found selecting a default button of "the 30-second TV ad" as the answer to every communication question; rather it will endeavour to deliver the right message, in the right way, at the right time and in the right place.

www.mcca.org.uk

Chair



Baroness Brenda Dean of Thornton-le-Fylde

Brenda Dean was created a Life Peer in 1993, made a member of the Privy Council in 1998. Her current appointments include: Member of the House of Lords Appointments Commission, Chairman of Covent Garden Market Authority, a non-Executive Director of Taylor Wimpey PLC, Dawson Holding PLC and National Air Traffic Services. Baroness Dean is also a Vice-President of the War Widows Association and Vice-President of the Forces Pension Society. She has been a non-

Executive Director of several public companies, and from 1997 to 2003 was Chairman of the Housing Corporation. In the same period she was Chairman of the Armed Forces Pay Review Body and a member of the Senior Salaries Review Body.

www.mcca.org.uk

www.debatinggroup.org.uk

To energise communication agencies for a changing future, by sharing knowledge, sharing vision and **sharing possibilities**



Speakers



Mark Choueke

Editor, Marketing Week magazine

Since being appointed editor of Marketing Week in January, Mark Choueke has restructured the editorial team and relaunched the magazine, which by all accounts, has led to a great improvement in content as well as design. Mark is an award winning writer having previously plied his trade as business correspondent at The Sunday Telegraph and features editor at The

Grocer magazine among other roles. In an earlier role, Mark was a political reporter based at the Welsh Assembly where he covered the last General Election with no great distinction until a moderately famous run-in with John Prescott that earned him his biggest story to date, a 'Well Done' badge sent from Cherie Blair and a kiss from David Blunkett.

www.marketingweek.com



Justine Greening

MP for Putney

Justine lives in West Hill in Putney. Born in 1969 in Rotherham, South Yorkshire, Justine attended her local comprehensive school, before studying economics at Southampton University. She has an MBA from the London Business School and was a Finance Manager at Centrica plc before being elected as the MP for Putney, Roehampton and Southfields in May 2005.

Justine says: "Putney's a great place - and we want to keep it that way. I know people of all generations, especially my own, are switching off politics. I hope that at least in Putney I can start to change that for the better by always being approachable, listening to residents and standing up for our concerns. Whether its Heathrow, crime, or the District Line, I'll be there working with residents to make sure our views are listened to and acted upon".

Justine is also a school governor at Hotham Primary school in Putney.

Justine's Experience:

Justine was elected as the Member of Parliament for Putney in May 2005. In December 2005, she was appointed as a Vice Chairman of the Conservative Party, with responsibility for youth. She has been a member of the Work and Pensions Select Committee and is Shadow Minister for London.

In her role as the Party's Youth Spokesman, Justine is helping to highlight the issues faced by young people across Britain, and to introduce a new generation of politicians and activists into the

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A Parliamentary Forum for Marketing Debate

Conservative Party. Justine's web-based campaigns and high profile research on youth-on-youth crime have highlighted some of the problems facing young people in Britain today.

Campaigns:

Justine thinks people are fed up with politicians who sit in their ivory towers and only come out at election time. She believes representing Putney means understanding people's issues directly, and getting out and about across the entire constituency constantly.

Locally, Putney Conservatives survey households on a weekly basis across a range of local issues. If you haven't had one of our Resident's Surveys, then email us at the address on the 'Contact Us' page and we will arrange to send one to you.

Justine is leading the District Line campaign, pressing for a better service and cleaner tube trains. Already Justine has ensured that a new lift will be installed at Southfields and East Putney Stations.

Justine is also concerned about the Government's plans to increase flights from Heathrow and is campaigning against its future expansion. The increase in noise and pollution that could result from these plans could be damaging to the life of our community.

Justine has been instrumental in tackling anti-social behaviour across Putney, running campaigns in crime hotspots to draw the community together and face down criminal activity.

www.justinegreening.com



Professor Robert Shaw

Professor, CASS Business School, City University, London & runs the Value Based Marketing Forum

Robert Shaw is a veteran observer of marketing and finance, passionate about improving marketing effectiveness, and proficient at penetrating sometimes partial and confusing data. Over the past 25 years his analysis and advice has been sought by senior executives in finance and marketing in over 50 companies and professional bodies. He is founder of Demand Chain Partners (www.demand-chain.com) and the Value Based Marketing Forum and is an Honorary Professor of Marketing Metrics at Cass Business School. His recent books include *Marketing payoff: Is your marketing profitable?* published by FT Prentice Hall; and *Improving Marketing Effectiveness* published by The Economist.

<http://tinyurl.com/c2hdx7>

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Martin Weale

Director of the National Institute of Economic & Social Research

M.R. Weale (b. 1955) has been the Director of the National Institute of Economic and Social Research since 1995. Before then he was a lecturer in Economics at the University of Cambridge and a Fellow of Clare College (B.A. 1977, Sc.D. 2006) He has researched a large number of aspects of applied economics at both macro and micro-economic levels.

Weale has published his work in many books and journals, including the *Economic Journal*, the *Journal of the Royal Statistical Society*, the *Journal of Business Economics and Statistics*, the *Journal of Public Economics*, the *Review of Economic Studies* and the *Review of Economics and Statistics*.

In 1999 he was commissioned by the Government to write a report on the UK's Average Earnings Index with a second report in 2008. He was a member of HM Treasury's Panel of Independent Forecasters from 1995 until its dissolution in 1997, and became a Statistics Commissioner for the life of the Statistics Commission from 2000-2008. He was appointed CBE for his services to Economics in 1999 and was elected an Honorary Fellow of the Institute of Actuaries in 2001. In 2006 he was appointed to the Board of Actuarial Standards. City University awarded him an honorary degree in 2007.

<http://tinyurl.com/dgelqp>

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