

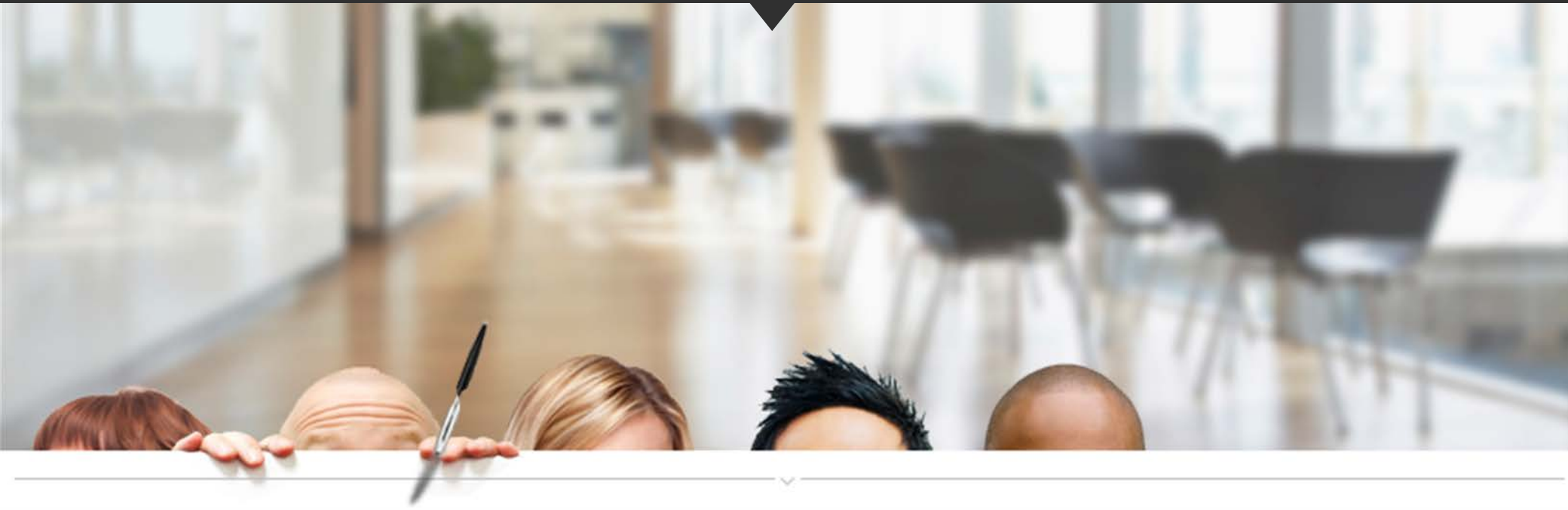
Tina Fegent

marketing procurement & consulting



Tina's List

Marketing Procurement Information List 2018



Marketing Procurement Information List 2018



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Marketing Procurement Information List 2018 – UK/Europe



EVENTS (red means the event has been held)

Marketing & Marketing Procurement

- **ISBA Conference UK** (6th March) - <https://www.isbaevents.org/>
- **The Guardian Changing Media Summit** (7th March) - <https://www.theguardian.com/media/2017/oct/24/changing-media-summit-2018-programme>
- **Advertising Week Europe** (19th – 22nd March) - http://europe.advertisingweek.com/?gclid=EAlaIQobChMI3aadzPC72AIVDrXtCh01IQZLEAAYASAAEgLfD_BwE
- **ProcureCon Marketing Europe** (12th - 14th June) - <https://procureconmarketing.wbresearch.com/>
- **Festival of Marketing** (10th – 11th October) - <https://www.festivalofmarketing.com/>

Procurement

- **Big Ideas Summit** (26th April) - <https://www.procurious.com/procurement-events/big-ideas-summit-london-1>
- **BME** (Germany)– Focus on creative achievements (23rd April) - <http://www.bme.de/kreativleistung/>
- **World Procurement Congress** (16th – 17th May) - <https://events.procurementleaders.com/events/congress/world-procurement-congress>
- **CIPS Conference** (31st October) - <http://www.cipsannualconference.com/book-now/>

Marketing Procurement Information List 2018 - International



EVENTS

Marketing & Marketing Procurement

- **SXSW** (9th – 18th March, Austin) - <https://www.sxsw.com/>
- **Martech** (23rd – 25th April, San Jose) - <https://martechconf.com/west/>
- **WFA Global Marketer Week** (15th – 18th May, Tokyo) - <https://www.wfanet.org/tokyo/>
- **ANA Advertising Financial Management Conference** (29th April – 2nd May, Miami) - <http://www.ana.net/conference/show/id/AFM-APR18>
- **Advertising Week New York** (25th – 29th Sept, New York) - <http://newyork.advertisingweek.com/>
- **ANA Masters Of Marketing** (24th – 27th Oct, Orlando) - <http://www.ana.net/conference/show/id/ANC-OCT18>
- **Web Summit** (5th – 8th Nov, Lisbon) - <https://websummit.com/>
- **ProcureCon Marketing USA** (14th - 16th Nov, Las Vegas) - <https://procurecondm.wbresearch.com/>

Marketing Procurement Information List 2018



TRADE BODIES

- Procurement - **CIPS** - <http://www.cips.org/en/>
- Procurement outside UK - <http://www.ifpsm.org/regions/>
- UK Clients - **ISBA** - <http://www.isba.org.uk/>
- UK Agencies - **IPA** - <http://www.ipa.co.uk/>
- UK Agencies – **MAA** - <http://www.marketingagencies.org.uk/maa>
- UK Agencies (Design) – **DBA** - <http://www.dba.org.uk/>
- UK Agencies (Direct Marketing) – **DMA** - <https://dma.org.uk/>
- UK Agencies (Market Research) – **MRS** - <https://www.mrs.org.uk/>
- Worldwide Clients - **WFA** - <http://www.wfanet.org/en>
- European Agencies - **EACA** - <http://www.eaca.eu/>
- USA Clients - **ANA** - <https://www.ana.net/>
- USA Agencies - **4A's** - <https://www.aaaa.org/Pages/default.aspx>
- In-house Agency Forum (**IHAF**) - <https://www.ihaforum.org/>

Marketing Procurement Information List 2018

A PUBLICATIONS & WEBSITES

Procurement

- Supply Management (CIPS publication) – <http://www.cips.org/en-gb/supply-management/>
- Spend Matters (UK/Europe) – <http://spendmatters.com/uk/> ; USA - <http://spendmatters.com/>
- Procurement Leaders - <http://www.procurementleaders.com/>

Other

- Kingston Smith Annual Survey (UK Agencies) - <http://www.kingstonsmith.co.uk/annual-survey/>
- RECMA (global Media Agency industry research) - <https://www.recma.com/>
- IBIS (global Industry / sector reports) - <https://www.ibisworld.com/>
- CASME (subscription sourcing insights provider) - <http://casme.com/>

Marketing

- Advertising Age (USA) - <http://adage.com/>
- Adweek (USA) - <http://www.adweek.com/>
- Campaign – <http://www.campaignlive.co.uk/>
- CMO.com - <http://www.cmo.com/>
- Digiday - <https://digiday.com/>
- Econsultancy - <https://econsultancy.com/>
- Marketing Week - <http://www.marketingweek.com/>
- Mediatel - <https://mediatel.co.uk/newsline>
- Mediapost - <https://www.mediapost.com/>
- More About Advertising - <http://www.moreaboutadvertising.com/>
- Mumbrella (Australia) - <https://mumbrella.com.au/>
- The Drum - <http://www.thedrum.com/>

Marketing Procurement Information List 2018



BOOKS and ARTICLES

- Magic and Logic -
https://www.cips.org/Documents/Membership/PPT1098_magic_and_logic.pdf
- Madison Avenue Manslaughter by Mike Farmer -
https://www.amazon.co.uk/Madison-Avenue-Manslaughter-Fee-Cutting-Profit-hungry/dp/0996943382/ref=dp_ob_title_bk
- Buying Less for Less by Gerry Preece-
https://www.amazon.co.uk/Buying-Less-Marketing-Procurement-dilemma/dp/098544276X/ref=pd_sim_14_4?encoding=UTF8&psc=1&refRID=EHMP262K6849E9ZHN6YY
- How to buy a Gorilla by David Meikle -
https://www.amazon.co.uk/How-Buy-Gorilla-Getting-advertising/dp/1911498398/ref=pd_sim_14_1?encoding=UTF8&psc=1&refRID=PYFW6KYCFNZQJHC20HWR
- Music Rights without Fights – Richard Kirstein -
[http://www.amazon.co.uk/Music-Rights-Without-Fights-Marketers/dp/1781331677/ref=sr_1_sc_1?s=books&ie=UTF8](http://www.amazon.co.uk/Music-Rights-Without-Fights-Marketers/dp/1781331677/ref=sr_1_sc_1?s=books&ie=UTF8&qid=1455816017&sr=1-1-spell&keywords=music+richasrd+kirstein)
- Top 50 Marketing Management Posts of 2017 – Darren Woolley - https://www.amazon.co.uk/Top-Marketing-Management-Posts-2017-ebook/dp/B0791GFTYM/ref=sr_1_1?ie=UTF8&qid=1516133536&sr=8-1&keywords=top+50+marketing+management+posts
- CIPS Marketing Group (useful documents) -
<https://www.cips.org/en-gb/community/groups-listing/specialistknowledgegroupmarketingandpurchasing/#tabs-1>
- In House Agency Forum resources and research -
<https://www.ihaforum.org/research-resources>
- ANA Media Transparency Report 2016 -
<https://www.ana.net/content/show/id/industry-initiative-media-transparency>

Marketing Procurement Information List 2018



TWITTER ACCOUNTS

1. Advertising Audit & Risk Management (AARM) - [@AARMUSA](#)
2. Accenture Interactive - [@AccentureACTIVE](#)
3. Agency Spy - [@AgencySpy](#)
4. Art of Procurement - [@aopshow](#)
5. CMO Council - [@CMO-Council](#)
6. Deloitte Digital / UK - [@DeloitteDigital](#), [@DeloitteDIGI_UK](#)
7. Ebiquity Global - [@ebiquityglobal](#)
8. Gartner for Marketers - [@GartnerDigital](#)
9. Harvard Biz Review - [@HarvardBiz](#)
10. Harvard Negotiator - [@HarvardNegoti8](#)
11. Marketing Society - [@TheMarketingSoc](#)
12. Procurious - [@procurious_](#)

Get in Touch

Tina Fegent Consulting covers a wide range of marketing procurement activities. Please get in touch to chat through your particular needs.

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Twitter: [@tinafegent](https://twitter.com/tinafegent)

"Tina worked with us on a review of our Agency roster, resulting in a multiplicity of pitches and deals to be done across the spectrum of marketing services. Tina was fun, enthusiastic, knowledgeable and credible with both key stake-holders and the Agencies, this was underpinned by her ongoing market knowledge and networking allied to her depth of experience. Tina can clearly understand the strategy challenges and articulate these into clear and deliverable improvement actions. A positive consulting experience."

Neil Arnott, Head of Retail Procurement
SSE