




BBN Announces Stellar Keynote Lineup for FACE [of] THE FUTURE Event

FACE [of] THE FUTURE will offer marketers the opportunity to learn from some of the most awarded B2B marketing experts in the world.

LONDON, UNITED KINGDOM, December 1, 2021 /EINPresswire.com/ -- [BBN](#) today announced the keynote lineup for their inaugural marketing conference, and the list includes a veritable who's who of B2B Marketing. The three keynotes will cover the challenges at the core of the modern, senior marketer's dilemma:

PETER FIELD <i>Author, Public Speaker, & Consultant</i>	DR CHRISTINE BAILEY <i>CMO and TEDx speaker</i>	MARK CHOUKE <i>Former Editor of Marketing Week and Author</i>
		
KEYNOTE Brand building in this age of hyper-targeted messaging	KEYNOTE Determining strategy then agreeing on tactics	KEYNOTE Changing mindset and creating the right culture

BBN's first international conference will offer a world class lineup of authors, thought leaders and marketers

Brand building in this age of hyper-targeted messaging – Peter Field, Author, Public Speaker, & Consultant

Determining strategy then agreeing on tactics – Dr. Christine Bailey, CMO and TEDx Speaker

Changing the organisational mindset and creating the right culture – Mark Choueke, Marketing Director, Former Editor of Marketing Week and Author

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The job of a marketer continues to become ever more complicated. If you are facing unprecedented change, challenges, and opportunities, you will find value in attending this event”

Clif Collier, CEO, BBN

Following each keynote, BBN will hold a panel discussion that will focus on the individual issues associated with the keynote topic.

"The job of a marketer continues to become ever more complicated. If you are facing unprecedented change, challenges, and opportunities, you will find value in attending this event," said Clif Collier, CEO, BBN. "Our keynote speakers, and BBN's partners, represent some of the best sales and marketing thinking, and we aim to give

attendees a forum to gather, learn from experts, and perhaps just as importantly, learn from each other."

Peter Field has been a marketing consultant for the last 25 years. In that time, he focused initially on studying and researching effectiveness in B2C marketing and more recently has included B2B marketing. Today he has a global reputation as an effectiveness expert and communicator and speaks and consults on this topic regularly around the world.

Peter is a prolific writer. In two of his most recent works, *The 5 Principles of Growth in B2B Marketing*, produced in collaboration with Les Binet, and *Effectiveness in context*, he distils the importance and necessity of brand building in this age of hyper-targeted messaging and performance marketing.

Dr. Christine Bailey is CMO of PassFort, a SaaS RegTech provider whose platform automates financial crime and compliance processes. Christine has spent her career in B2B Tech/FinTech marketing roles, leading European marketing functions for Hewlett-Packard and Cisco Systems and pre-IPO companies. She is a published author of "Customer Insight Strategies: How to understand your audience and create remarkable marketing."

Mark Choueke has had a 20-year career at the heart of global B2B marketing. Previously editor of *Marketing Week* magazine and earlier, B2B marketing titles *Precision Marketing* and *Data Strategy*, Mark has since worked directly or consulted for more than 50 B2B companies.

He is the author of the international bestselling book 'Boring2Brave: The bravery-as-a-strategy mindset transforming B2B marketing'.

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