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The ultimate climate comms industry analysis, plus esports, math and disruption added to the Mumbrella360: Reconnected program

September 14, 2020 10:26
by DAMIAN FRANCIS



The results of an industry-first survey to identify the leaders of climate action in the media and marketing industry will be shared exclusively at **Mumbrella360: Reconnected** in a session led by Trinity P3 global CEO Darren Woolley.



Woolley will reveal the agency leaders in climate action

Prepared by the Navigators on behalf of Trinity P3 and Communicators Declare, a group of communications professionals and organisations advocating for climate awareness and action, the survey has been supplied to decision-makers at 200 of Australia's top agencies.

They were asked to complete a 10-15 minutes survey on climate and their role in contributing to the transition.

Woolley and a panel of industry experts including Fight for Planet A presenter Craig Reucassel, The Navigators founder Dean Harris, Mediascope and Peggy's List founder Denise Shrivell and Comms Declare co-founder Belinda Noble, will provide tips on greenwashing, supply chain management, effective climate narratives



Craig Reucassel will join Woolley with Denise Shrivell, Dean Harris and Belinda Noble

The panel will then reveal the top 10 agencies against the survey criteria that includes transparency, carbon reduction, policies, and client list, to come up with the ultimate champion.

Agency leaders wanting more information about the survey or who haven't received an invitation to participate can contact Darren Woolley directly on darren.woolley@trinityp3.com.



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Continuing on the theme of sustainability is international speaker Joeri Van Den Bergh, co-founder of InSites Consulting who will be joining from [Datalines](#)

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Van Den Bergh will showcase exclusive insights built from bespoke research gained from 400 Australians before and after the bushfire crisis and benchmarked with consumers across the globe.

He argues that simply claiming sustainability does not lead to increased consumer trust. Consumers want brands to be more transparent. They want a reliable way to know that if a brand says it is sustainable, it actually is. The presentation will put a spotlight on brands and how they are tackling purpose through sustainability.



Tilling will join Bradshaw in crunching the numbers for marketers

Also added to the program is a session from VMLY&R chief strategy officer Alison Tilling and Brand Traction managing partner Jon Bradshaw revealing how math can rock the marketing world.

The session will begin with the results of custom research into Australian marketers' and agencies' levels of capability, confidence and execution of all things that involve numbers. It will then take a look at a range of ideas and models that will help unlock additional budget, interest from the boardroom, and plenty more.

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Additionally, the acceleration of esports over the last 12 months will be covered in a panel led by Five by Five Global managing director Matt Lawton.

2020 has created significant change for esports and the panel will take a deep look into its value for marketers and whether this years' big push by the industry will cement it as a long-lasting entertainment proposition.



Ford will deliver a session revealing the brands owning the profit and purpose era

The One Centre CEO John Ford will also speak at Mumbrella360: Reconnected, delivering a session revealing the brands disrupting the world in the purpose and profit era, and how they go about doing it.

For over three years, The One Centre has been tracking the market to understand how high-growth disruptors and transformers are solving real human problems while exploiting huge market opportunities.

In this presentation, Ford will reveal five inspiring case studies showcasing how game-changing brands across different industries are achieving purpose with stunning commercial success.

Mumbrella360: Reconnected takes place virtually from November 17-20, 2020. Tickets are on sale now.



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Damian Francis

Damian is the head of content at Mumbrella, overseeing all content and editorial within the business. He has worked as a journalist and communications consultant across a number of industries for over 15 years. He has been with Mumbrella for more than three years, initially running event content. Damian was previously print editor of AdNews.



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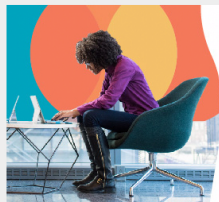
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FutureBrand Australia CEO to reveal the most successful finance brands in live video this Thursday

September 14, 2020 10:24
by DAMIAN FRANCIS



Richard Curtis, the new owner of FutureBrand Australia, will deliver an exclusive presentation on Mumbrella revealing insights on the most successful finance brands in the current market.



Curtis will reveal exclusive research on finance brands prior to the Mumbrella Finance Marketing Virtual Summit

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The session will be streamed live at midday on Thursday, 17 September, in this post and is free to view.

With the impact of COVID-19 being keenly felt on economies around the world, finance brands that had recovered their standing are now facing new, unknowable, challenges. Of particular note is how they treat customers facing personal financial upheaval.

In this live video, find out which brands are leading the way and why from the latest edition of the FutureBrand Index.

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The presentation comes prior to the [Mumbrella Finance Marketing Virtual Summit](#) which runs on Wednesday and Thursday next week.

Tickets for the summit **are available here**. To view the live stream, simply click back into this post which will be displayed on the Mumbrella homepage on Thursday morning.

Damian Francis

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