

Marketing Capability Forum

About

WFA's Capability Forum gives peers the chance to come together to discuss common marketing challenges and identify potential solutions in a 'warts-and-all' format under the Chatham House Rule.



Meeting details

- When:** Wednesday, March 21st, 10am NY/2pm London for 90 minutes. Your time zone [here](#)
- Where:** See Zoom link in Outlook invitation provided
- Who:** Your peers from the [WFA membership](#)

Past meeting attendees included:



RYAN VERSCHOOR
Global VP, Marketing Culture & Capabilities



SUSAN VAN DER STEENHOVEN
Global Marketing Excellence Lead



STIG SØGAARD
Head of Global Marketing Academy, Marketing Excellence



NATALIE HOWELL
Marketing Excellence Director – Barilla Acceleration Team



ERWIN BAUMGARTNER
Global Marketing & Digital Capability Leader



JEANETTE CUTLER
VP Brand Experience & Capability



MENDY MULBERRY
Global IMC Capabilities Manager



NEIL COLLINS
Global Senior Director, Innovation & Marketing Capability



CAROLINA TOFFOLI
Global Head of Capabilities & Content Efficiency



BRENDAN MCGINN
Director of Global Marketing Capability



LAURA BIGNONE-HANFORD
Head of Marketing Capabilities



KAY ETHERINGTON
Director, Marketing Academy



KARINE CHIK
VP Global Marketing Transformation & Excellence



HOMI BATTIWALA
VP Global Marketing & Insights Excellence



ALES KONIECZNY
Sr. Director Global Brand Management Learning & Development



BECKY VERANO
Global VP Marketing Operations & Capabilities



SUE WARREN
Head of Marketing Capability



HUONG LY DANG
Global Marketing Capability Lead

Agenda (90 minutes)

Welcome Welcome from WFA's Marketing Capability Forum Chair [Becky Verano](#), [Global VP Marketing Operations and Capabilities at Reckitt](#).



WFA will share marketing capability priorities for the year ahead.

Stimulus **Measuring the impact of marketing capability building**
Following interviews with several WFA members and learning specialists, [WFA](#) and [Oxford](#) will present findings on what it takes to measure the impact of investment in capability and some of the challenges involved. *Q&A to follow.*

Case study **Getting closer to behaviour change**
A good model for measuring the impact of capability programmes needs the checks and balances of human perspective. [Helen Cutmore](#) ([Global Marketing Capability Director at Bacardi](#)) will speak on the practical, highly informative approach she implemented at Bacardi to track marketers' behaviours in response to new learning. *Q&A to follow.*

Roundtable In this interactive session, members will have the chance to share about their own journeys and discuss solutions to common problems in this area. *Everyone to participate.*

Close AOBs and next steps

Competition compliance policy KING & SPALDING

The purpose of the WFA is to represent the interests of advertisers and to act as a forum for legitimate contacts between members of the advertising industry. It is obviously the policy of the WFA that it will not be used by any company to further any anti-competitive or collusive conduct, or to engage in other activities that could violate any antitrust or competition law, regulation, rule or directives of any country or otherwise impair full and fair competition. The WFA carries out regular checks to make sure that this policy is being strictly adhered to. As a condition of membership, members of the WFA acknowledge that their membership of the WFA is subject to the competition law rules and they agree to comply fully with those laws. Members agree that they will not use the WFA, directly or indirectly, (a) to reach or attempt to reach agreements or understandings with one or more of their competitors, (b) to obtain or attempt to obtain, or exchange or attempt to exchange, confidential or proprietary information regarding any other company other than in the context of a bona fide business or (c) to further any anti-competitive or collusive conduct, or to engage in other activities that could violate any antitrust or competition law, regulation, rule or directives of any country or otherwise impair full and fair competition.