



## **MISSION HUBS**

5<sup>th</sup> – 6<sup>th</sup> November

### **‘Connecting Collectives’**

*Exploring how the collectives in  
MISSION Hubs can support each other  
and generate business.*

The MISSION Group  
196 Tottenham Court Road  
London

*October 2024*

**Agencies come in all shapes and sizes with a plethora of business models. They are moulded by their leaders and become a product of their environment, national culture, employee and client requirements.**

**One of the less common agency business models is ‘the collective’, a group of distinct agency brands that can have mixed ownership and operate semi-autonomously of a lead organisation or holding company.**

**Whilst arguably more complicated to administer and operate, this approach facilitates numerous benefits to those in the collective, and those with whom they work.**

**To explore these benefits further in the context of the MISSION Hubs ecosystem, we are delighted to invite you to participate in ‘Connecting Collectives’, an exclusive gathering of MISSION Partner and Affiliate agencies who operate a collective style business model.**

**Between us, we’ve access to a wealth of incredible talent and experience so, let’s discover how we can use this to our ‘collective advantage’.**

**This is the start of our exciting journey and, we do hope that you’ll join us on it.**

## **THE VENUE**

The meeting will be hosted at MISSION’s headquarters, in central London. Based in the iconic Heal’s Building in Fitzrovia, this is a newly converted former retail and luxury furniture manufacturing facility. Today it’s home to The MISSION Group and several of our London based agencies – all of whom you’ll have the opportunity to meet and get to know.



## **WHAT YOU SHOULD EXPECT**

This will be a friendly and informal event that’s designed for a select number of MISSION Hubs Partners, Affiliates and MISSION leaders to meet, learn, and discuss issues that impact the successful operation of their respective businesses.

Attendees should expect to share a degree of commercially sensitive business information and as such, the meeting will operate under Chatham House Rules. What’s said in the room, stays in the room!

**Our aim is to encouraging collaboration and business friendships that will allow this group continue the discussions beyond the boundaries of the initial meeting.**

## **WHO SHOULD ATTEND**

This meeting is for senior agency leaders, owners and those with responsibility for business growth and planning.

# THE AGENDA

## Tuesday 5<sup>th</sup> November. Understanding 'collective models'

- 11.00 - 11.30 Arrival, tea and coffee.
- 11.30 - 11.50 Welcome to the MISSION. Group history and overview.  
**Fiona Shepherd**, Group COO.
- 11.50 - 12.20 MISSION Advantage and MISSION Hubs update. Fiona  
**Paul Squirrel**, Director MISSION Affiliate Network.
- 12.20 - 13.30 Networking lunch with MISSION colleagues and Partners
- 13.30 - 14.30 Guest speakers. *Understand where the value is.*  
**Tony Walford & Barry Dudley**, Partners, Green Square
- 14.30 – 15.10 Agency presentation by **The Humanise Collective**, Canada
- 15.10 – 15.50 Agency presentation by **Die Crew**, Germany
- 15.00 – 16.00 Break
- 16.00 - 16.40 Agency presentation by **The Thinc Collective**, Sweden
- 16.50 - 17.30 Agency presentation by **Positive Adamsky**, Hungary
- 17.30- 18.00 Group discussion around issues raised and collaboration opportunities. To be continues over dinner and drinks.  
Say hello to **Custom Media**, Japan
- 18.00- 19.30 Free time
- 19.30 - Evening meal, drinks, fireworks etc.

## Wednesday 6<sup>th</sup> November. Future proofing your collective.

- 09.00 - 09.30 Arrival, tea and coffee
- 09.30 – 09.50 Welcome and key learnings + action points from day 1
- 09.50 - 10.30 Guest speaker + Q&A. *Why craft still matters.*  
**Nick Manning**, Advertising: Who Cares?
- 10.30 - 11.20 Guest speaker + Q&A. *Clients, collectives & relationships.*  
**Simon Rhind-Tutt**, Co-Found Relationship Audits & Management
- 11.20 - 11.40 Break
- 11.40 - 12.25 Guest speaker + Q&A. *A.I for MISSION and our Partners: the collective opportunity.*  
**Matt Isherwood**. Managing Director, MISSION Made
- 12.25 - 13.00 Group discussion and summary
- 13.00 - 14.00 Lunch / break out meetings as required

## Guest Speakers

We are delighted to welcome the following guest speakers.



**TONY WALFORD. PARTNER, GREEN SQUARE**

<https://gsquare.co.uk>

Tony has a wealth of experience in the marketing communications sector, not only across mergers & acquisitions, but also in a strategic advisory capacity. He has led transactions across all marcomms disciplines including Digital (Performance, Search, Social, eCommerce), MedComms, Advertising, Branding, Media, Research and Experiential.

Having started his career in investment banking with Midland Group and HSBC, he subsequently became CFO of the US tech company Unisys' largest UK discipline. He moved into marketing services in 1997, leading a 3i-backed MBO and merging CLK and Michael Peters to create leading independent branding and communications agency, Corporate Edge. He further augmented the business with a number of strategic acquisitions, prior to selling the company to Australian listed Enero Group and realising an 11x return for investors.

Tony is a Chartered Management Accountant and Chartered Corporate Treasurer. He founded the multi-award winning M&A boutique Green Square in 2008.



**BARRY DUDDLEY. PARTNER, GREEN SQUARE**

<https://gsquare.co.uk>

Barry has 20 years experience within the marketing services sector, including nine years as Group COO at Naked Communications where he established offices across the globe prior to managing its sale to Australian listed marcoms group, Photon.

He subsequently became COO of Photon's International Agency Division, establishing further operations in Sweden, Germany, India, Singapore and the Middle East. He also divested and merged various Photon businesses. Barry is an FCA having spent time with Kingston Smith, Andersen and Deloitte.

His days in professional practice afforded him great experience across assurance services, due diligence and post-merger integration for clients including WPP, Omnicom and Sky. Barry has advised across a range of enterprise values from small design agencies to a £1bn telco transaction.

Barry joined Green Square in 2012





**NICK MANNING. PATRON, ADVERTISING: WHO CARES?**

<https://www.advertisingwhocares.org>

Nick is a commentator, author and speaker on advertising, with a specialisation in media.

He co-founded Manning Gottlieb Media in 1990 and following its purchase by Omnicom he became CEO of the OMD UK Group.

After 27 years in media agencies Nick became an independent media consultant, firstly with Ebiquity and then MediaLink.

At Ebiquity he led the team that produced the recommendations for advertisers that accompanied the K2 Intelligence report into media transparency in 2016.

Since 2019 he has run his own consulting business, advising advertisers and their trade associations.

Nick specialises in helping advertisers improve their effectiveness, accountability and transparency.

Today, with Brian Jacobs, Nick is a Patron of Advertising: Who Care? A new organisation that believes that there are many in the communications industry who have both the desire and the skills to put the craft back into the ad business and to create better advertising.



**SIMON RHIND-TUTT, CO-FOUNDER, RELATIONSHIP AUDITS & MANAGEMENT**

<https://relationshipaudits.com>

After its people, its client relationships are an agency's most important asset.

Relationship Audits & Management delivers highly actionable intelligence that enables agency leaders to retain and grow their businesses and to have more efficient and productive relationships.

Agencies and marketing clients all trust Simon and his team to provide them with a real-time and accurate picture of their key stakeholder relationships and advice on capitalising on opportunities or addressing any issues.

Established for over twenty years, Relationship Audits & Management has extensive experience and millions of data points that enable us to provide robust industry benchmarking.

The organisations Simon works with have one thing in common – a desire to make the quality of their business relationships a truly competitive point of difference.

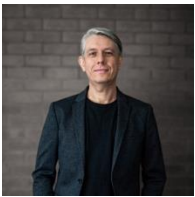


**FIONA SHEPHERD, COO, THE MISSION GROUP PLC**

<https://www.themission.co.uk>

Fiona is Chief Executive of April Six and has worked in the technology industry for over 20 years, holding both Client and agency positions, with some of the world's largest technology brands.

Fiona was a founder of April Six and has been instrumental in expanding the Agency from its UK origins to its current position as a well-respected global technology and mobility Agency with offices in London, San Francisco, Seattle, Munich, Singapore and Beijing. Fiona joined the Board in April 2010.



**MATT ISHERWOOD, DIRECTOR, MISSION MADE**

<https://www.themission.co.uk>

With over two decades of experience in the digital industry, Matt heads up MISSION Made, a centralised digital studio that provides services to businesses within The MISSION Group and the MISSION Hubs network, across UK, Europe, North America and South-East Asia.

Matt oversees the delivery of high-quality design, UX research, development, SEO, technology consultancy, A.I and AV production, supported by Made's project management team.

Matt also has a background in digital strategy, innovation and product creation, having launched and managed Fuse and Pathfinder, two technology ventures within The MISSION Group.

*Please note: All speakers are presented in good faith but maybe subject to change*

## TRAVEL

The MISSION is located in the Heal's Building on Tottenham Court Road in central London, opposite Goodge Street Underground Station. It is well served by both UBER and Black Cabs.

From [Heathrow Airport](#) the Manufactory can be reached by either the [Heathrow Express](#) train service to [Paddington Station](#) and, then it's a short taxi ride or, by the [Elizabeth Underground Line](#) to Tottenham Court Road Station and then it's a 10-minute walk.

International [EuroStar](#) services arrive and depart from [London St Pancras Station](#) which is 5 minutes away by taxi.

For up-to-date travel information and service options, check out <https://tfl.gov.uk>

## ACCOMMODATION

As people's individual travel requirements differ, there is no single hotel reserved for the event. However, we can recommend the follow that are within a few minutes' walk of the Manufactory.

[Hub by Premier Inn at Goodge Street.](#) This is a convenient budget hotel that offers affordable and comfortable basic accommodation in central London. It is 2 minutes' walk from the MISSION's office



[Radisson Blu Hotel, Great Russel Street.](#) This is a good mid-range business-style hotel located about 10 minutes' walk from the MISSION's office.



[The Charlotte Street Hotel.](#) Part of the Firmdale Hotel Group, this high-end trendy hotel is located in the heart of Fitzrovia just 5 minutes' walk from the Manufactory.



Other options are available on booking sites such as [Expedia](#) or [AirBnB](#).