

**MISSION HUBS**

*Forum2025*



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24<sup>th</sup>- 26<sup>th</sup> March

London

*(March 2025)*

**We are excited to announce that the second MISSION HUBS Forum, will take place on 24<sup>th</sup>, 25<sup>th</sup>, and 26<sup>th</sup> March in central London across three wonderful venues.**

***Will you join us?***

Seemingly, 2025 will be another year fuelled by rapid change. This change could be good, it may be bad, but it will certainly impact business, and by extension the creative industry.

In a world where change is a constant, planning for and then managing different (and potentially unseen), business challenges is essential for all agency leaders.

So, at this year's MISSION Hubs Forum, we'll be exploring together with a brilliant line-up of presenters, some of the challenges our industry and agencies are facing – many of which are similar, irrespective of geography.

Against this backdrop and, drawing on the experiences of others from the creative world and beyond, we'll discuss and learn how to be better leaders whilst building stronger businesses that are flexible and resilient to adverse change.

MISSION Hubs was established with the vision of creating inspirational partnerships between entrepreneurially spirited and independent thinking agencies – agencies with the desire to collaborate, learn, and grow. So, at the MISSION Hubs Forum will provide you the opportunity to both meet with, and learn from, experts in their fields and agency leaders like you.

Across our network we've access to a wealth of incredible talent and experience so, let's discover how we can use this to our collective advantage.

*Please join us. We look forward to welcoming you to London!*

**WHAT YOU SHOULD EXPECT**

The Forum will be a friendly, informal, and open event that's designed for MISSION Hubs Partners, Affiliates, and MISSION leaders to meet, learn, and discuss issues that impact the successful operation of their respective businesses.

Our ambition, is that all our delegates return home with actionable knowledge to make a difference in their respective business, and new connections to support them in their future endeavours.

**WHO SHOULD ATTEND**

The Forum is designed for senior agency leaders with responsibility for business growth.

## THE VENUES

This year, we'll be hosting the Forum across three fabulous venues in central London.

### 24<sup>th</sup> March: Welcome Drinks at the Royal Opera House, Covent Garden

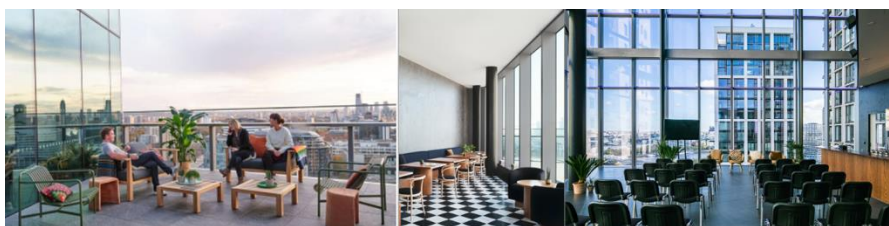
The Royal Opera house is situated in the heart of London's historic Covent Garden and is home to both the Royal Ballet and Royal Opera. Whilst there has been a theatre on the site for over 300 years, the impressive current building opened its doors in 1858 and has remained at the centre of London's 'Theatre Land', ever since.

From 6pm we'll be hosting a private drinks reception at the rooftop Piazza Terrace Bar, overlooking Covent Garden Market.



### 25<sup>th</sup> March: Forum day at the 16<sup>th</sup> Floor, 10 York Road, Waterloo

With its massive outside terrace, and stunning views across London taking in St. Paul's Cathedral, The Shard, The Houses of Parliament and the London Eye, the 16<sup>th</sup> Floor at 10 York Street is a modern, bright and airy venue - ideal for day of inspiration, learning and networking.



### 26<sup>th</sup> March: Break-out tracks. The MISSION Group HQ, The Heal's Building

The final day of the Forum will be at The MISSION Groups HQ in the iconic Heal's Building in Fitzrovia, The 'Manufactory' is a converted former retail and luxury furniture manufacturing facility dating back over 150 years. Join your fellow delegates and meet the MISSION leaders for our breakout sessions and one-on-one meetings if you wish.



## TRAVEL

All the MISSION Hubs Forum2025 locations are in central London, and within easy walking distance of each other.

From [Heathrow Airport](#) central London 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 in central London's West End district.

International [EuroStar](#) services arrive and depart from [London St Pancras Station](#) from where onward travel to any of the venues is quick and easy.

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 following.

Hub by Premier Inn at [Goodge Street](#) or [Covent Garden](#). This is a chain of convenient budget hotels that offer affordable and comfortable basic accommodation in central London. The [Goodge Street](#) hotel 2 minutes' walk from the MISSION's HQ, whilst the [Covent Garden](#) Hotel is equidistant between all the venues.



[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 MISSIONS HQ



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



## THE AGENDA

The Forum starts on Monday 24<sup>th</sup> March, when we will be delighted to welcome you all to London

### Monday 24<sup>th</sup> March. The MISSION Group, 196 Tottenham Court Road.

**14.30 – 16.30:** **MISSION Health Hubs agencies meeting.** Healthcare represents a huge commercial opportunity. Join us as we discuss building our international Health Hubs activity in 2025. We are also delighted to be joined for a keynote from **British Olympic Cyclist, Charlie Tarfield.** In his candid presentation, Charlie will talk about the highs and lows of his career whilst diving into the sports psychology and medical science behind his (and the teams), success.

### Monday 24<sup>th</sup> March. The Piazza Terrace Bar, The Royal Opera House

**18.00 – 20.30:** **Forum starts. Informal welcome drinks and networking** with other delegates and MISSION colleagues at the Royal Opera House, Covent Garden.

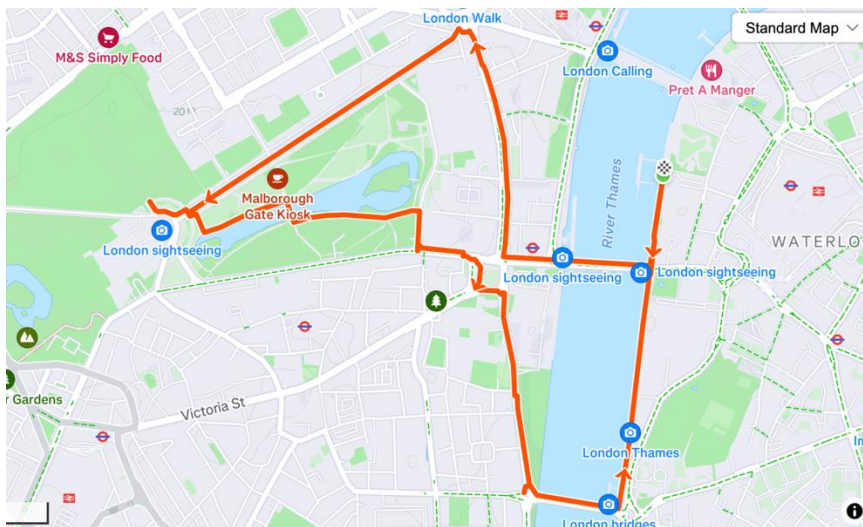
**20.30 - :** Personal time or dinners with colleagues

### Tuesday 25<sup>th</sup> March. The London Eye

**06.00 – 07.00:** **MISSION Hubs Fun Run.** Energise your day from the start and join our '5K Hubs Run', passing many of London's famous landmarks.

Starting at the London Eye on the banks of the River Thames, we'll run past The Houses of Parliament, Big Ben, 10 Downing Street, The Cenotaph and into Trafalgar Square. We'll run along Piccadilly passing Fortnum & Mason, then entering St James's Park before joining The Mall and passing Buckingham Palace, Westminster Abbey and the National Covid Wall finishing back at the London Eye.

This is a flat route, and runners of all abilities are welcome to join us. Just remember to pack your trainers!



**THE AGENDA**

**Tuesday 25<sup>th</sup> March. 16th Floor, 10 York Road, Waterloo**

**08.45 – 09.15:** Tea, coffee and networking

*Morning program. "Leaders grasp nettles."*

**09.15 – 09.30:** Welcome. **Paul Squirrell**, Managing Director, MISSION Hubs. A formal welcome to the second MISSION Hubs Forum with two special announcements about the growth of our network in Southeast Asia and in public relations.

**09.30 – 10.30:** **Victoria Gosling OBE**. From a 20-year career in the RAF, responsible for a helicopter base of 2,000 personnel, to becoming CEO of GB Snowsports, Chair of GB Surfing, Custodian of the Rugby Centurions, and the CEO of the Invictus Games.... Victoria, knows a thing or two about inspiring teams to follow a vision... Something she's going to share with us.

**10.30 – 11.15:** **Andreas Winter-Buerke**. Lead by its inspirational founders and under Andreas's direction, Kolle Rebbe became one of the best creative agencies in Germany with global clients such as Lufthansa and Nike. But when one of its founders unexpectedly passed away Andreas's faced incredible leadership challenges. This is his and, the Kolle Rebbe story.

**11.15 – 11.30:** *Tea, coffee, and networking*

**11.30– 12.15:** **Greg Clarke**, MISSION Group's Head of People . Nobody ever said managing people is easy. But as an agency's most important asset, doing so well is critical to an agency's success. Greg, shares his thoughts on people leadership as our industry goes through technological, social, and economic change.

**12.15 – 13.00:** **George King, the Shard Climber**. A school trip and seeing London's tallest building for the first time changed George's life. From that point onwards, he wanted to free climb it. But this was never going to be an ill-planned stunt. George's preparation was meticulous, and his success delivered many life changing opportunities, and a degree of notoriety.

**13.00 – 13.45:** **Lunch & networking**. A time to get to know your fellow Partners and MISSION colleagues better. There will also be an informal discussion showcasing some of MISSION's latest A.I, applications (that you might want to use), and learning lead by **Bradley Stacey** and **Laura Browne**.

Early afternoon program. *“So, your agency does what exactly?”*

**13.45 – 14.30: Panel discussion.** “Make your agency different”. The agency world is over supplied. Fact. Most agencies offer the same thing. Fact. In this panel discussion Creativebrief’s Managing Director, Stephanie Nattu and guests will explore how and why to stand out from the crowd, talk the language of today’s client, and win new business.

**14.30 – 15.15: Simon Rhind-Tutt.** Successful business relationships are an asset. But the ‘human element’ means they require nurturing, and they cannot be taken for granted. Simon will explore how to assess your client / agency relationships, improve their performance, potential and deliver actionable positive results.

**15.15 – 15.30: Tea, coffee and networking**

Late afternoon program. *“... You’ll find this useful!”*

**15.30 – 16.15: Penelope Fridman and Genevieve Moreau.** Agencies solve problems for clients. But it’s impossible to discover the best solution if you don’t start in the right place. This is why L’Institut developed their Structural Mapping Process (SMP) – a powerful methodology that can uncover in a single half-day session, the DNA of any brand or organisation whilst generating a shared vision for the stakeholders. Now, Penelope and Genevieve will explain how SMP works and, how you could use it with your clients to generate new income opportunities.

**16.15 – 16.30: Jason Kiefer & David Payne.** If you think out-of-home media is just about poster sites, think again. Billups is global OOH provider with cutting-edge digital technologies helping advertisers and agencies strengthen their media performance. In this mini-session you’ll learn what’s new and cool in OOH.

**16.30 – 17.15: Steve Connelly.** It’s time for leaders to embrace honesty. Having built a creative business that reaches from Boston to Dublin to Vancouver, Steve believes that great leaders, like good coaches, need to be more demanding, honest, and challenge their teams. Is it time for more “Connelly Realism” in our agencies? See what you think.

**17.15 – 17.30:** Closing remarks. Paul Squirrell. Managing Director, MISSION Hubs

**19.30 – 22.00: Informal group dinner / entertainment**

**Wednesday 26<sup>th</sup> March.** The MISSION Group, 196 Tottenham Court Road.

*Delegates can select which breakout session they like to attend. Please meet in the MISSION's reception area to be directed to your session.*

- 09.00 – 10.30:** *Breakout Session 1 (HARRIS):* **Improving Agency Operations with AI:** Moving beyond the hype and realising the business benefits. Hosted by Laura Browne, Bradley Stacey & Michael Frank
- 09.00 – 10.30:** *Breakout Session 2: MISSION Media Hubs (BOCCI):* **Creating an international media network.** Using A.I in media, platform collaboration and sharing opportunities. Hosted by Matt Pepper & Paul Meston.
- 11.00 – 12.00:** *Breakout Session 3: (HARRIS):* **Where's the value in your agency.** Understand who is buying and what they are looking for. How to plan and build for your future  
Hosted by Dan Egerton
- 11.00 - 12.00:** *Breakout Session 4: (BOCCI):* **Making money with data.** Data is the cornerstone of every successful campaign. Understand how you can better use it to make income and, how MISSION Labs can help. Hosted by Adrian Kingwell.
- 12.30 – 14.30:** *Closed Session by invitation (HARRIS):* **Global Agility network meeting.**  
Hosted by Kate Cox & Tony Riley.



## SPEAKERS

We are delighted to confirm the following speakers.



**Victoria Gosling OBE:**

CEO GB Snowsport, NED British Olympic Association, Chair British Surfing, Chair Invictus Games 2027



**Andreas Winter-Buerke:**

Former Managing Director Accenture Song / Partner: Kolle Rebbe



**Penelope Fridman:**

Co-founder and Co-president: L'Institut Idée



**Genevieve Moreau:**

Vice President, Partnerships: L'Institut Idée



**Simon Rhind-Tutt**

Co-Founder: Relationship Audits



**Charlie Tanfield**

Great Britain Olympic Cyclist Team



**Claire Dobbs**

CEO: Solaris Health & Co-Founder Chemistry we Create



**Paul Meston**

Chief Digital Officer, MISSION Media: The MISSION



**Adrian Kingwell:**

CEO: MISSION Labs



**Laura Brown:**

Digital Director: The MISSION



**Bradley Stacey**

Head of Data Science & Creative Technology: The MISSION



**Matt Pepper:**

CEO: MISSION Media



**Stephanie Nattu**

Managing Director: Creativebrief



**Greg Clarke:**

Head of People: The MISSION

*NOTE: Whilst every effort will be made to deliver this agenda. All presenters are advertised in good faith and The MISSION Group cannot guarantee individual appearances. This agenda maybe subject to amendments at The MISSION Groups discretion.*

**SPEAKERS**



**[Paul Jacobs](#)**

Growth Consultant



**[Steve Connelly](#)**

Founder, Connelly Partners



**[Dan Egerton](#)**

Founder, Actus Consulting



**[Michael Frank](#)**

CEO: Die Crew

**SPECIAL GUESTS**



**[Jay Soo](#)**

CEO & Director: Moving Bits



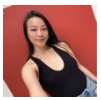
**[Chan Leong Teng](#)**

CEO: Skribble & Founder: SAMA



**[Felix Ramli](#)**

Founder & CEO: Glow & Founding Member: SAMA



**[Eve Oh](#)**

Business Development & Regional Partnerships: Skribble & SAMA

PLEASE RETURN BY EMAIL TO:  
[PSQUIRRELL@THEMISSION.CO.UK](mailto:PSQUIRRELL@THEMISSION.CO.UK)

**BOOKING CONFIRMATION**

I/we would like to attend the MISSION HUBS *Forum2025* in London on the 24<sup>th</sup>-26<sup>th</sup> March 2025 including:

- A. MISSION Health Hubs Meeting – 24.03.25
- B. Welcome Drinks - 24.03.25
- C. MISSION Hubs Fun Run - 25.03.25
- D. MISSION FORUM Day - 25.03.25
- E. Evening Entertainment - 25.03.25
- F. Breakout Sessions - 26.03.25

*Delegates name/s and position:*

1. Name: \_\_\_\_\_ Position: \_\_\_\_\_

*Attending:* All A B C D E F *(please circle as appropriate)*

2. Name: \_\_\_\_\_ Position: \_\_\_\_\_

*Attending:* All A B C D E F *(please circle as appropriate)*

3. Name: \_\_\_\_\_ Position: \_\_\_\_\_

*Attending:* All A B C D E F *(please circle as appropriate)*

- *Agency name:*
  
- *Please let us know if you or your party have any dietary requirements that we need to be aware off?*
  
- *Do you or your party have any accessibility issues, or personal requirements that we need to be aware off to make your experience with us more comfortable?*

**I/we understand that there is a Partner agency cost of £750.00GBP\* (excluding tax) per person to attend this event and, agree to be invoiced by The MISSION Group for accordingly\*\*. I/we understand that all delegate fees must be paid before 23.03.25.**

Signed \_\_\_\_\_ Date \_\_\_\_\_

\*Approximately at time of writing - \$920USD / €880 Euros.  
\*\*Refunds strictly at the discretion of The MISSION Group Plc. and normally offered only in cases of force majeure. If a delegate is unable to attend the event, substitute delegates are acceptable by prior arrangement.