

MediaCom hosts annual Transformation Week virtually

[CLIENTS](#) [CONTENT](#) [TRANSFORMATION](#)

24 NOV 2020

Earlier this month, MediaCom UK hosted Transformation Week 2020

As the third annual Transformation Week, this year we had to do things a little differently, holding every event virtually. In fact we took the event bigger than ever, hosting more sessions, collaborating with more partners and inviting even more speakers to join us!

We worked together with over 30 of our Media Owner partners and welcomed nearly 3,000 of our clients and staff to our events across the week. The sessions covered the topics everyone is talking about – from the state of the industry in a COVID world, to the future of tech and sustainability.

Please head to the bottom of this page to view the video recordings.

Monday

MediaCom UK Chief Transformation Officer, Sue Unerman, kicked off the week by welcoming News UK's Radio Presenter Giles Coren, Tim Levell and Group Chief Commercial Officer Dom Carter to discuss their radio station and podcast.

Twitter joined us to discuss 'Twitter moments' and all things fake news, and Pinterest took the floor to share how their usage has changed during lockdown.

Rory Sutherland, author and Vice Chairman of Ogilvy, gave a talk on the state of the nation post-COVID, covering all things remote working, tech and new social norms.

UCL showcased their fascinating research which links heartrate to smartphone usage, and The Telegraph's Tech Correspondent, Harry De Quetteville, gave his captivating opinion on where tech is headed in the future.

The day rounded off with a workshop from Microsoft on their inclusion tools, and a deep dive into AR from Snapchat.

Thank you to our Monday partners: News UK, Twitter, Pinterest, Ogilvy, UCL, The Telegraph, Microsoft, Snapchat

Video Recordings:

News Live Presents: Times Radio Special – click [here](#)

Twitter Presents: Curation in a #FakeNews world – click [here](#)

Pinterest Presents: Hey, It's Not All Bad! – click [here](#)

Ogilvy Presents: In conversation with Rory Sutherland – click [here](#)

Microsoft Presents: Digital Inclusion – click [here](#)

Tuesday

Tuesday began with Xaxis discussing the video landscape and continued with Mobsta confronting the mystery that is AI – and how training an AI algorithm is actually like training a dog!

ITV then let us in on how they are continuing to produce their biggest shows in a socially distanced world (think kissing through a plastic screen!), and Sky unpacked new innovations that are changing TV viewing.

Finecast shared their market-leading TV research and The Financial Times gave a fascinating talk on the importance of Data Visualisation in journalism, joined by Alan Smith OBE.

MediaCom also hosted two of the day's sessions, showcasing their best creative work with Chief Operating Officer Luke Bozeat and Global Chief Executive of Creative Transformation Stef Calcrafft, and culminating in the much-anticipated launch of new book *Belonging* with authors Sue Unerman, Kathryn Jabob OBE and Mark Edwards.

Thank you to our Tuesday partners: Xaxis, Mobsta, ITV, Sky, Finecast, Financial Times

Video Recordings:

Xaxis Presents: The future of digital video – click [here](#)

Mobsta Presents: How training an AI Algorithm is like training a dog – click [here](#)

ITV Presents: The Kissing and Killing Conundrum – click [here](#)

Sky Presents: 2020: The Year of Transformation for TV content – click [here](#)

Finecast Presents: TV in the new normal – click [here](#)

MediaCom Presents: The Truth about Creative Transformation – click [here](#)

MediaCom Presents: Belonging – click [here](#)

Wednesday

We started the day looking to the future of visual storytelling with Facebook, and to the future of sustainability with Hearst, who also told us of how COVID has impacted the progress of sustainability.

Cinema partners Pearl & Dean and DCM then joined us to talk about using the big screen to drive growth, before Dennis asked if it's really kids that are the real influencers, and discussed why kids have more influence over our lives that ever before.

Channel 4 CEO Alex Mahon was interviewed by celeb presenter Steph McGovern on the cultural movements taking place at Channel 4, Reach explored how news readership is changing in the face of a global crisis and Clear Channel discussed what brands need to do to connect with consumers returning to the streets.

MediaCom's Joint Head of MediaCom's Social Change Hub Helen Brain and Managing Partner Pauline Robson also interviewed author of Greener Marketing John Grant about marketing opportunities offered by a more sustainable future.

Thank you to our Wednesday partners: Facebook, Hearst, Pearl & Dean, DCM, Dennis, Reach, Clear Channel

Video Recordings:

Facebook Presents: Facebook's Vision of the Future – click [here](#)

Hearst Presents: How COVID has Reshaped the Future of Sustainability – click [here](#)

Pearl & Dean and DCM Present: Using the Big Screen to Transform Performance – click [here](#)

Dennis Presents: Are kids the real influencers? – click [here](#)

Reach Presents: The Changing Face of Real Britain – click [here](#)

MediaCom Presents: Growth through Sustainable Innovation – click [here](#)

Clear Channel Presents: Back to but Different: Returning to the Great Outdoors – click [here](#)

Thursday

Global opened the penultimate day off the week with a discussion of creativity in a crisis, before The Guardian shared their insights on what it takes to get customers to pay for their news content.

We were thrilled to be joined by Diversity's Jordan Banjo and Perri Kiely to talk about their KISS Breakfast show and how they are staying connected with their audience.

Business Science discussed how business growth can be achieved by data-driven activation strategies and Google gave us clues about the future with their 2020 research and analytics.

MediaCom hosted three further sessions: *The Crisis of Complacency*, discussing why transformation is imperative, *The Journey to Inclusive Planning*, exploring MediaCom's new planning method, and *People Power*, talking with some of our top clients on how to achieve true customer-centricity.

Thank you to our Thursday partners: Global, The Guardian, Bauer, Business Science, Google

Video Recordings:

Global Presents: Creativity in Crisis: Why we must embrace the uncertainty – click [here](#)

The Guardian Presents: How do you get people to pay for something they can get for free? – click [here](#)

Bauer Presents: Diversity into KISS – click [here](#)

Business Science Presents: Growth Experiments with Google Cloud – click [here](#)

MediaCom Presents: The crisis of complacency – click [here](#)

MediaCom Presents: The journey to inclusive planning – click [here](#)

MediaCom Presents: People Power: Harnessing organisational energy to deliver true customer-centricity – click [here](#)

Friday

For the final day of the event, Verizon opened the morning by shedding light on the world of 5G and its impact on the commercial world. Amazon also joined us – hosted by MediaCom's Head of Digital Consultancy Richard Britton – to talk about what we can learn from real shopping experiences.

The Ozone Project took to the floor to talk about what a digital effectiveness reset could mean for advertiser decisions, and MediaCom's Global Chief Technology Officer Nadine Thomson spoke on the future of advertising in emerging media channels.

To round off the week, Sue Unerman was joined by Bloomberg Green's Executive Editor Aaron Rutkoff and WPP Head of Sustainability Hannah Harrison to talk about both Bloomberg's Green Magazine and how the media landscape is transforming for publishers

– including what role being ‘green’ has to play. A truly fantastic end to the week and a look to the future.

Thank you to our Friday partners: Verizon, Amazon, The Ozone Project, Bloomberg

Video Recordings:

Verizon Presents: 5G: Accelerating a New Commercial World – click [here](#)

The Ozone Project Presents: Time For A Digital Effectiveness Reset? – click [here](#)

MediaCom Presents: Emerging channel opportunities for Marketers – click [here](#)

Bloomberg Presents: In search of innovation, let’s not forget what works – click [here](#)

CLIENTS CONTENT TRANSFORMATION