

# MediaCom presents: ‘Get Down to Business’

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MediaCom held its first business to business event, with speakers from Ogilvy, Google, Direct Line, Dell and MediaCom.

MediaCom hosted ‘*Get Down to Business*’ last Tuesday, an event in which B2B clients and industry experts came together to discuss challenges and solutions of business to business marketing.

After an introduction from our Strategy Director, Jon Hildrew, who discussed reasons why we should get behind the label of B2B, Vice Chairman of Ogilvy UK, Rory Sutherland, took to the stage to discuss ‘*how to be less wrong*’, which included many of his theories (such as the Doorman Illusion) and the downside of targeting.

Industry Manager Gemma Swinglehurst from Google followed, focusing her talk on the *'perspective of B2B from Google.'* Gemma highlighted the changing nature of work and home life, suggesting the differences between them are becoming increasingly blurred.

After a short break, we regrouped to hear case studies from MediaCom clients Dell and Direct Line for Business. Marketing Director Claire Sadler led the group through Direct Line's strategy for B2B broadcast, debunking myths that it is 'purely rational' and 'too expensive' by presenting the results of their Business Insurance ad.

Dr. Denis Montillet, EMEA Digital and Campaign Strategist from Dell EMC, concluded the talks by showing 'why digital matters.' He examined Dell's customer journey, how they hyper-target and the results of digital focusing.

Overall the event was full of insights and interesting contributions from both the speakers and the audience, and we hope it will be the first of many!

To receive information on upcoming events at MediaCom, please email [MediaCom Events](#).

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