

The Illuminate series: 01

Content Marketing

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The Illuminate series MediaCom North

Content Marketing is a hot topic for marketers these days, so, we recently invited our clients and friends over to the Manchester office where we held the first of the 'Illuminate' series, on Content Marketing.

The Illuminate series is designed to highlight relevant industry topics through hosting insightful talks, thought provoking panel discussions and providing opportunities to network with colleagues and peers in the industry.

MediaCom Beyond Advertising is the content marketing arm of MediaCom North, and played host to our event. Responding to the confusion and misinformation around the word 'content', the team wanted to demonstrate how marketers can grow their business with the

right content marketing approach.

Nina Hossain was our MC for the day, and speakers included Co-Op insurance, Code Computerlove, and Brother talking about recent case studies. We also heard from Magnetic, discussing the power of content marketing in more traditional sense. MediaCom's very own speakers chipped in, with Nick Palmer, from MBA London talking strategy, Ffion Turner sharing a content measurement model and Fiona Hunt, who leads the content offering for the North Group, defining what content marketing is really all about. A highlight for the day was our panel on creativity, featuring; Timmy Sampson, Director of Bearded Kitten; Farzana Baduel, CEO, Curzon PR and Samuel Regan-Asante, Head of Marketing & Commercial Operations and UNILAD who discussed how to engender creativity in marketing organisations.

It was great to see so many people attending and enjoying these sessions, we can't wait for the next event in the Illuminate Series...coming soon!

Even if you missed out on this great event, you can catch the highlights video below. To hear about the next event in the series [sign up](#) for alerts on our Contact page.

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