

Marketers take a global approach

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From Hong Kong to London, Sydney, Tokyo, Singapore, New York City, downtown L.A. and more, Capital's globally dispersed teams of more than 400 world-class marketers gathered as a group for the first time ever on February 8 and 9 for their historic and inaugural Global Marketing Summit.

"CG's global Marketing organization has hired many new associates during the past two years," reports Marketing Senior Manager **Allyson Foster**, who co-led the summit with Audience Manager **Kasia Jablonski**. "We haven't been able to get to know one another in person, and we wanted to make new connections, and also reestablish existing ones. This was an opportunity to join forces as a team and share what we're doing."

The event was representative of how the Client Groups across the world are working more closely together than ever before, a key component of our [Long-term Strategy](#) that reflects our ambition to be the investment manager for the world.

Global showcase shines a light on a range of advertising campaigns

Based on the theme "The Evolution of Marketing," the live event treated attendees to a dazzling display of the amazing campaigns created by their fellow CG marketers over the past year. The presentation gave many their first-ever look at the work of their global colleagues.

"We were very careful about the content we included in order to offer good representation across the business, so that everyone felt their voice was being heard," Allyson continues. "Capital is at different stages of its evolution, with NACG more established compared to EACG; in Europe and Asia, we're a 'challenger' brand.

This was an opportunity to highlight campaigns from North America and showcase innovation and activity across Europe and Asia, demonstrating our global approach.”

Connecting, inspiring and learning from one another

Best of all, the event enabled our hard-working marketers to get to know one another on a personal level. It provided attendees with an unprecedented opportunity to gain new insights, share their own knowledge, and increase their appreciation for Capital’s impact worldwide.

“Many of us are working in individual business lines without awareness of the other parts of our organization,” Kasia adds. “The summit provided a forum to exchange best practices and to feature work that might be unfamiliar to some. Above all, we wanted to be as inclusive as possible.”

Overcoming inevitable scheduling challenges

As you might imagine, coordinating this many crazy-busy marketers in different continents and time zones for a single live virtual event came with its challenges. But the planning team knew the end results would be worth it. They worked to balance everyone’s needs and circumstances; as a result, the entire event came off seamlessly.

“It wasn’t obvious how we’d come together as a global community,” says PCS Marketing & Communications Senior Manager **Sam Gammell**. “CG’s Marketing function has entered a new, distributed era – sitting in business groups, but also centralized – innovating throughout the organization. In the end, we decided to create a single, live event for everyone across the globe and then worked to make it as engaging as possible.”

Outside speakers offered inspiration

The event also featured distinguished authors Erin Meyer and Tan Le, two intriguing thought leaders, who discussed intricacies of cultural differences and technological possibilities currently being unlocked in modern marketing.

“Marketing got flipped on its head during the pandemic in terms of how we serve and engage with clients,” Kasia notes. “We’ve had to adopt technologies because of COVID-19-related changes, which are probably here to stay. So, we brought in two external experts to talk about the future of digital marketing globally.”

Meyer, a professor at the Institut Européen d’Administration des Affaires (INSEAD) business school in Paris, discussed how cultural differences can impact international business in our new global world. She’s subsequently developed “culture maps” to help people understand how best to communicate across divides. Some important takeaways included:

- Some cultures use very explicit language to get their points across, while others tend to derive meaning from contextual cues.
- Someone who receives feedback emotionally may interpret a message in a way that’s quite different from a more literally-oriented person.
- Cultural differences can make it difficult to build trust, so knowing about potential pitfalls is critical.

Le, founder and CEO of an Australian bioinformatics firm, spoke about how recent breakthroughs in brain science, artificial intelligence and robotic technology may enormously affect the world of marketing. For example, Le expects that firms will soon be able to measure consumer sentiment almost immediately, allowing them to design products that are customized to every individual. However, she asserts that, “Our sheer randomness makes it difficult for algorithms to work perfectly, so humans will remain integral to the process.”

The first of many global Marketing summits to come

The first global Marketing summit turned out to be a huge hit with attendees from around the world; plans are already in the works to repeat the event in the future. In the meantime, organizers hope the experience of seeing what their colleagues have accomplished will inspire everyone to make their own marketing efforts even more effective and global than ever before.

Wealth Management Marketing Director **Sarah Johnson** sums up her feelings as follows: "For me, the most inspirational parts of the global summit were getting to talk with Marketing colleagues from around the world through the virtual event platform and seeing examples of the campaigns that they've been working on. I feel so fortunate to work with such a talented team!"

Summit replay

View the global Marketing summit session replays, including the "Celebration Showcase" of outstanding marketing campaigns.

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