



BRAND ACTIVATION

**KNect
365**



PURPOSE

Purpose-driven companies make more money, have more engaged employees and more loyal customers, and are even better at innovation and transformational change. It seems to be easier to win the game when you care about the game (EY study)

KNECT365 LACKS CLARITY OF PURPOSE:

Why do we exist?

What do we do?

Who benefits from what we do?

RAMIFICATIONS:

- Perceived lack of strategy and direction
- Weak/non-existing employer brand
- Lack of clarity about the talent we want to attract and retain
- Staff do not identify with Knect365
- Lack of collaboration between verticals

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TO INSPIRE STAFF,
WE SHOULD FIND
A WAY TO EXPRESS
OUR IMPACT ON THE
LIVES OF THOSE WE
ARE TRYING
TO SERVE.

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The background is a deep blue with a radial light effect emanating from the left side, creating a sense of depth and focus.

INTERNAL ACTIVATION: K&N'S GROUP

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Pharma Intelligence

Our brands are trusted by over 3,000 of the world's leading pharmaceutical, contract research organisations, medical technology, biotechnology and healthcare service providers for data and intelligence that supports critical R&D and commercial decisions.

PHARMA INTELLIGENCE



Financial Intelligence

We help customers from fund managers and traders to investment bankers and analysts make better investment decisions, understand past trends, forecast future performance, drive profitability and increase returns.

FINANCIAL INTELLIGENCE



Maritime Intelligence

Information is power in shipping. Our customers in maritime, legal and insurance rely on the critical advantage our intelligence delivers, from on-the-ground reporters and live market-leading data to help mitigate and minimise risk during times of crisis and discover new opportunities.

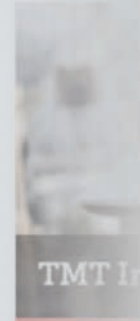
MARITIME INTELLIGENCE



Agribusiness Intelligence

Our news, data, analysis and forecasting services cover the agricultural and commodities value chain and provide a critical information advantage to the world's largest agribusiness organisations.

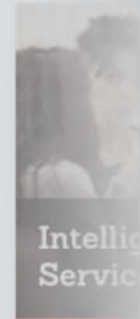
AGRIBUSINESS INTELLIGENCE



TMT Intelligence

The strategy gives customers a competitive advantage.

TMT INTELLIGENCE



Intelligence Services

From the world's largest advisory firms to investment decisions.

PROFESSIONAL SERVICES

GROUP STATUS

Business Intelligence
go to market through their verticals but use Informa equity

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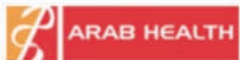
About Us



Informa Exhibitions delivers over 150 trade and consumer exhibitions annually across the globe. More than 800 talented individuals collaborate to present leading events for sectors including Beauty, Construction, Design, Life Sciences, Maritime, Nutraceuticals, Pop Culture and Real Estate. Through face to face and digital channels, Informa Exhibitions enables communities to engage, exchange and do business.

We bring together people who want to buy and sell, and communities to network, do business and get inspiration. Our industry insight, coupled with our innovative entrepreneurial approach provides the opportunity for business advantage.

Our Brands Include

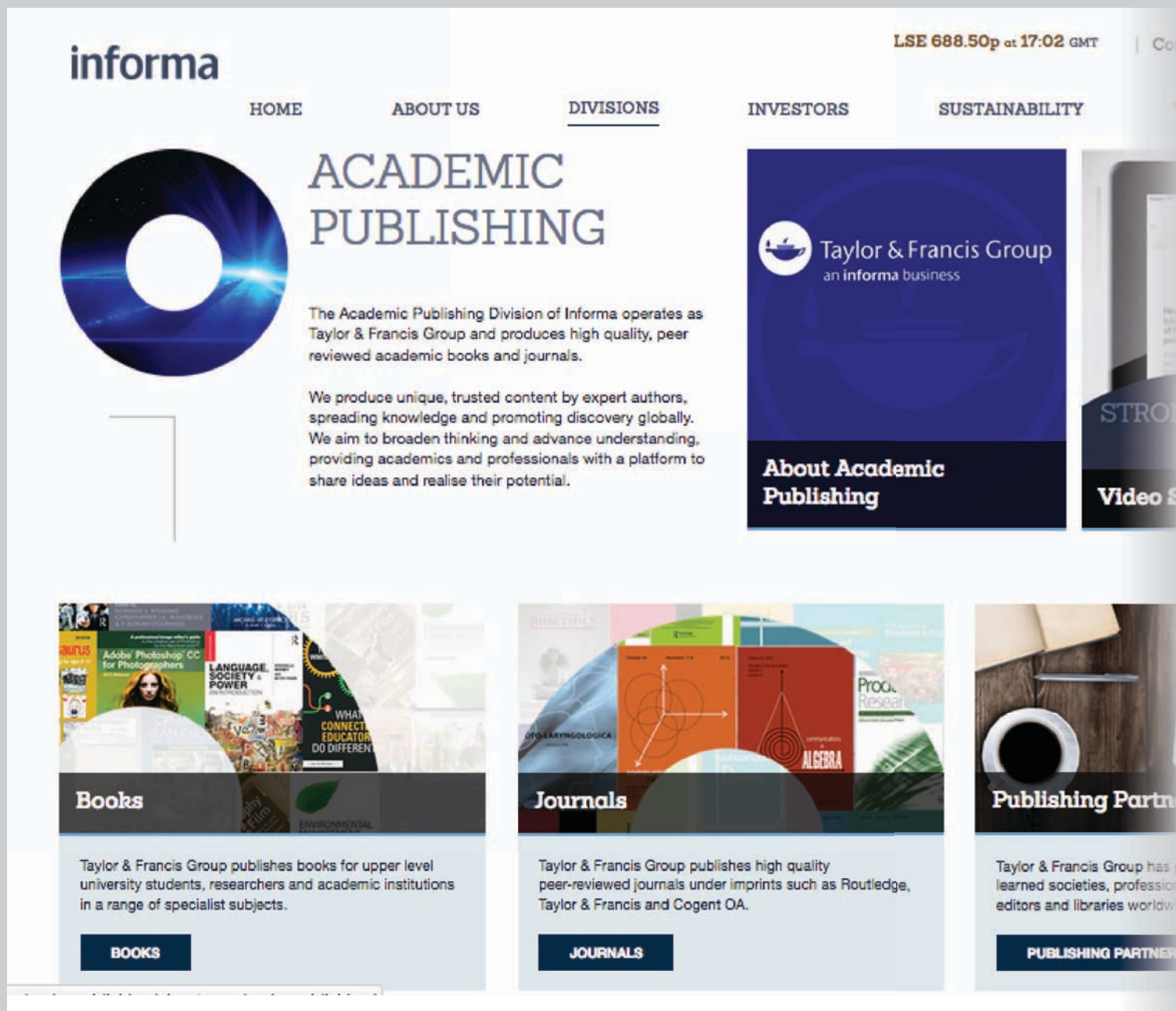


To view the full list of our events [click here](#)

GROUP STATUS

Global Exhibitions

go to market as Informa Exhibitions. They have mission & vision but concerns regarding 'exhibitions' focus, as well as name Informa.



GROUP STATUS

Academic Publishing have started branding research (done by Graham Jerome Ball) but work is on hold pending CEO change

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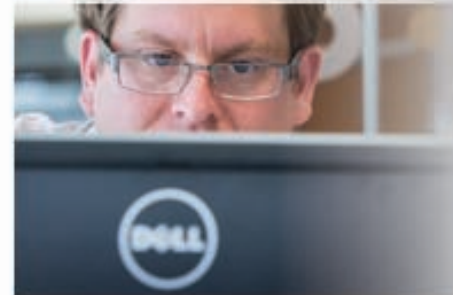
GLOBAL SUPPORT

Global Support is Informa's fifth Division, with hubs in the United Kingdom, United States and Singapore.

It is the team behind the teams: a central, global group of experts from different specialist functions that provide business services to Informa's Divisions and the leadership and structure that underpins the Group.

Global Support Vacancies

[View the latest jobs in Global Support](#)



Corporate Development

Responsible for mapping business goals and developing Group-wide strategy. Also identifies business development opportunities and potential acquisitions.



Group Finance, Tax and Treasury

Raises finance to fund Informa's strategy and operations and maintains a robust financial control environment. This team also leads finance functions across the company, co-ordinating the financial and non-financial information used by management and the Board to assess performance and identify risks and opportunities.




Protects Informa's expertise and systems

GROUP STATUS

Global Support use Informa branding

K&N CHALLENGE

KNect365 on GlassDoor



KNect365

Part of Informa

Overview

6 Reviews

12 Jobs

6 Salaries

-- Interviews

2 Benefits


More ▼

KNect365 Overview

[Work Here? Start responding to reviews](#)

Website	www.knect365.com	Headquarters	London, England
Size	5001 to 10000 employees	Part of	Informa
Founded	Unknown	Type	Company - Public
Industry	Information Technology	Revenue	Unknown / Non-Applicable
Competitors	Unknown		

KNect365 Reviews


2.6  [Rating Trends](#)

39%

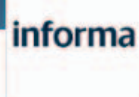
Recommend to a friend

N/A

Approve of CEO



CEO
0 Ratings



Informa

Overview

282 Reviews

280 Jobs

328 Salaries

53 Interviews

130 Benefits


More ▼

Informa Overview

Website	www.informa.com	Headquarters	London, England
Size	5001 to 10000 employees	Founded	1998
Type	Company - Public (INF)	Industry	Media
Revenue	£1 to £2 billion (GBP) per year	Competitors	UBM, RELX Group

Informa is a leading business intelligence, academic publishing, knowledge and events business. We serve commercial, professional and academic communities in many different sectors by helping them connect and learn, and by creating and providing access to content and ... [Read more](#)

Informa Reviews


3.0  [Rating Trends](#)

52%

Recommend to a friend

76%

Approve of CEO



Stephen A. Carter
70 Ratings

INTERNAL ACTIVATION

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KNect 365



INSIDE INFORMA

- 66% engaged at work
- Lack of clarity around KNect365 vision and plans for future success
- Colleagues asked for better communication on strategy and direction, as well as cooperation between verticals

HUMAN RESOURCES

- No employer brand, using Informa equity
- Previous drivers for talents were exclusively monetary – who do we want to attract now?
- New employees come for FTSE 100 environment and benefits
- We hire more experienced people, more managers

BRANDING

- KNect365 is external facing but staff do not identify with it
- Brand values unknown internally
- Nalla focused on the consumer brand
- Internal work (Dan M) on brand activation - from global vision and mission to teams

ICEBERG ANALOGY

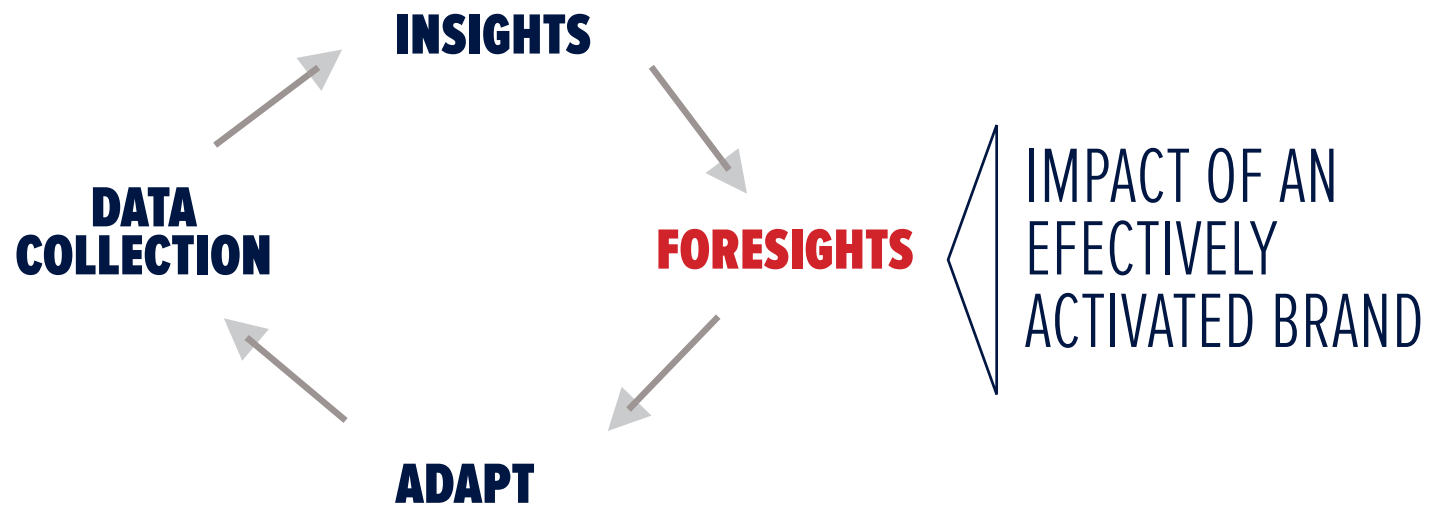
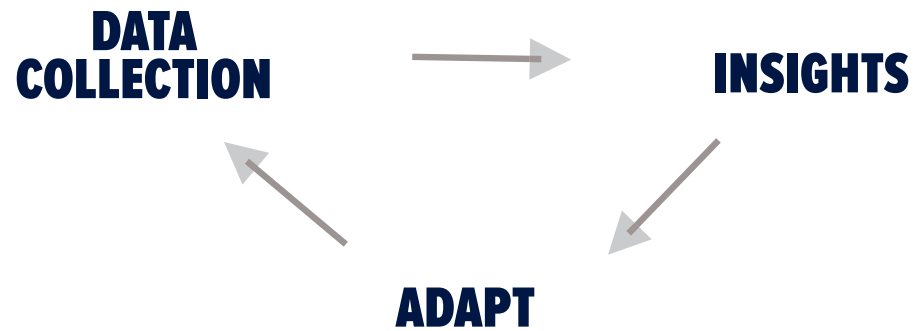


Presently our brand is positioned like the tip of an iceberg floating unnoticed underwater.

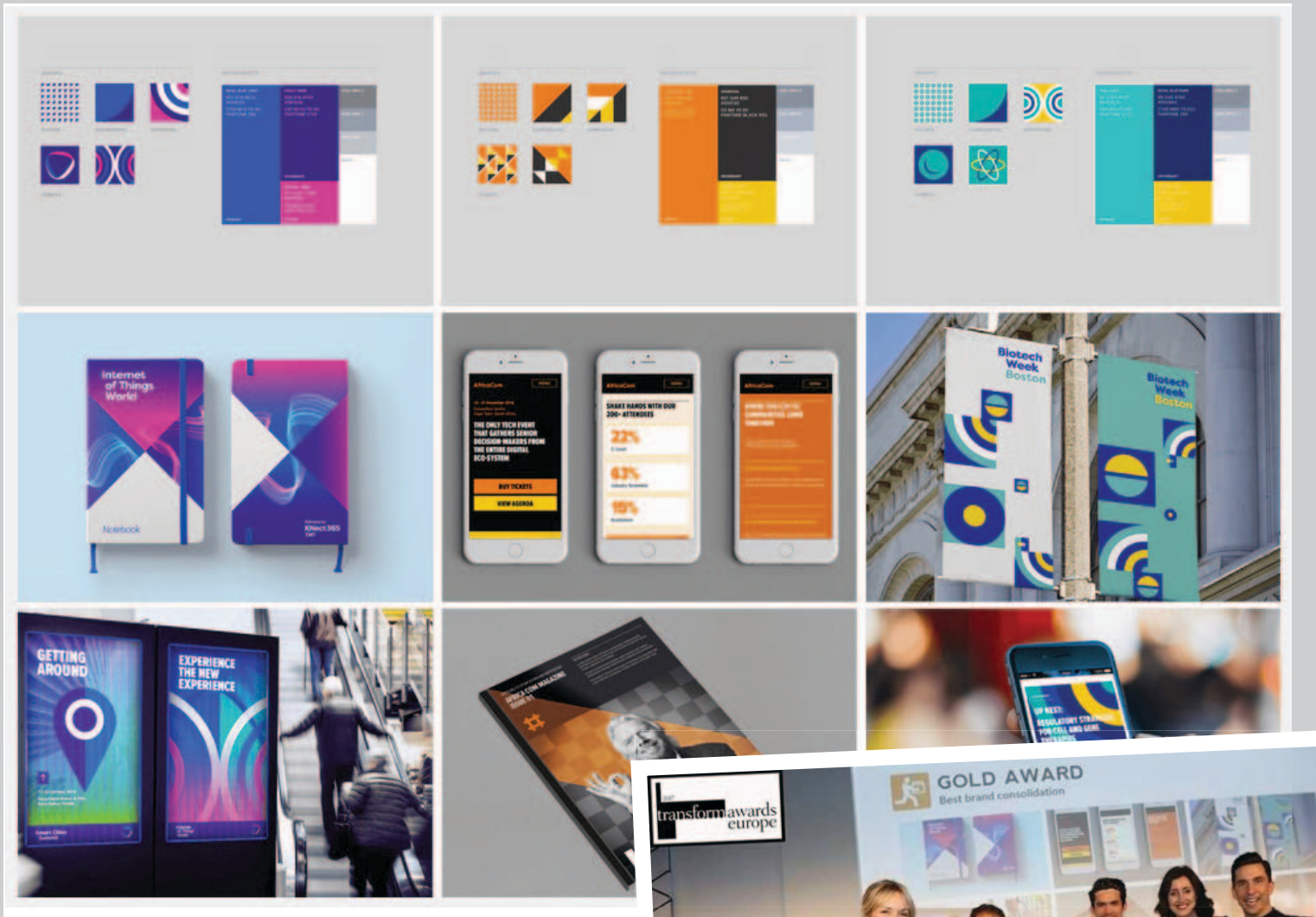
Roughly 2% of all online visits to KNect365 products go to KNect365.com totalling in over 91,000 visits to date to the global business' url. While this doesn't constitute much in relation to the rest of the traffic at the site, it does show that there is a significant amount of traffic to begin acknowledging and communicating with. Remember there is virtually no promotion or marketing of KNect365 so this traffic is "default" traffic resulting from word of mouth, direct visits and associated search. It embodies how we miss the opportunity to showcase who we are as a global business. While the parent brand would not (at least in the near future) be expected to drive all of the global business, it can stand at the top of the global business representing the depth of what resides beneath it.

INTERNAL ACTIVATION

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INTERNAL ACTIVATION



K&N CHALLENGE

KNect365 has asserted its own brand apart from Informa divisions in the form of *visual identity*.

The Nalla Design Group innovated this identity system. Alongside Nalla our internal design teams won one gold and two silver awards at the prestigious 2017 *Transform Europe* branding competitions...

NO IMPACT?

...So why doesn't our brand have the impact we'd like it to have?

INTERNAL ACTIVATION

KNect 365

CONSTANTLY CONNECTING PEOPLE

KNect365's Knowledge and Networking Offerings Create Collaborative, Results-Focused Opportunities for Growth

Life Sciences

EXPLORE

Finance

EXPLORE

Telecoms, Media &
Technology

EXPLORE

FundForum International

BERLIN,
12 - 14 JUN 2017

Critical Communications
MENA

DUBAI,
25 - 26 SEP 2017

K&N CHALLENGE

KNect365 is a customer facing brand but it's expression is built solely off of internal business constructions. This can be seen by visiting knect365.com's home page. While organized, streamlined and aesthetically appealing, there is very little emotional engagement or "human appeal." The site functions as a directory for all of K&N's products. Our challenge presents itself here because our customers don't experience their specific products in this fashion. The design has taken an excellent step towards a tangible brand expression however we have not followed through on brand activation. The result is a "directory feel" of products where we've rendered each conference with our own style of generic output.

INTERNAL ACTIVATION

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**A Hypothetical
Branding campaign:**

*"Engage
Face to Face"*

K&N CHALLENGE

Connect Dots, Create Brand Impact:

To the right you see an example of slides that could be presented on the KNect365.com home page. Al Gore, Simon Sinek and Steve Wazniak are all KNect365 keynote speakers. By presenting top level brand messaging in this fashion KNect365 aligns its emerging brand power to our prestigious speaking faculty's established personal brands. Conversely, our speaking faculty might be willing to have their names presented amongst the elite speakers we employ worldwide.

By merely changing the way in which we present our globally consolidated products we can create a singularly cohesive brand execution strategy. This "Engage Face to Face" campaign (or something similar) could differentiate us from competitors and specifically speak about KNect365's unique value in one "clean swoop." Campaigns could be orchestrated around big sponsor relationships like Facebook and Google or K&N global themes like sustainability or innovation as well.

INTERNAL ACTIVATION

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EXTERNAL ACTIVATION

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VISION

Our vision to become the world's leading Business-to-Business (B2B) events company.

VISION

"To deliver contacts, content and communities with the power to transform your business."

VISION

The #1 Commercial Relationship Broker for Global Business Communities.

MISSION

We [focus on events] because we see an exciting opportunity to offer greater value and features for customers, rewarding careers for our people and to drive sustainable growth, margin and returns for our shareholders.

MISSION

We are committed to helping our customers grow their business and to maximise their return on investment. This is measured through improved performance in sales, education, brand building, sourcing, solutions and networking.

MISSION

To equip professionals with the capabilities and networks they need to deliver enhanced business performance.

COMPETITOR MISSIONS AND OUR 'BRAND GAP'

When looking at the KNect365 vision and mission alongside some competitors we again see a generic output.

A proper brand activation strategy will reinforce our differentiation and assert our specific value.

According to Marty Neumeier, globally renowned branding guru, you are in a "brand gap" when you can't distinguish yourself from your competitors.

EXTERNAL ACTIVATION

KNect 365

NALLA DISCUSSION

EXISTING THOUGHTS (NALLA BRIEF - CUSTOMER FOCUS)

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Vision

Why?

We believe that Great Knowledge + Great Networking = Unique personal opportunities that influence a business' success.

Mission

What?

We provide the right environment that allows our customers to do their job better and in an informed way; by providing opportunities for personal growth that they can't get anywhere else.

How?

We enable our customers to easily access the right content, network and opportunities via our online and Events platforms.

We're cleverly simple

We make it effortless for customers to stay in touch and interact with our knowledge.
(Creative cues: clean, simple, clear, intuitive and easy.)



We're market leaders

We're trusted, we keep our promises and put digital first.
(Creative cues: bold, confident, excellence, trust, modern, thought leaders.)



We're Connection Alchemists

We know how to bring the right people and right content together to create change.
(Creative cues: clever, informed, sharp and bright, energy, spark, catalyst.)

When looking at the KNect365 vision and mission as approached by Nalla and our group we see a deeper dive into the specifics of what KNect365 is really about.

The work done is good work. The mission and vision, however behave similarly to our competitors today.

When viewing these materials we see who we are and what we are about.

We don't however see an activation plan.

EXTERNAL ACTIVATION

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WE AREN'T TED...



***...SO WHO ARE
WE THEN?***

A LOOK AT TED'S BRAND

In the past when comparing the KNect365 brand (or the dispersed collection of brands that preceded KNect365) to TED's brand many internal voices have cried out,

"But we AREN'T TED!!!"

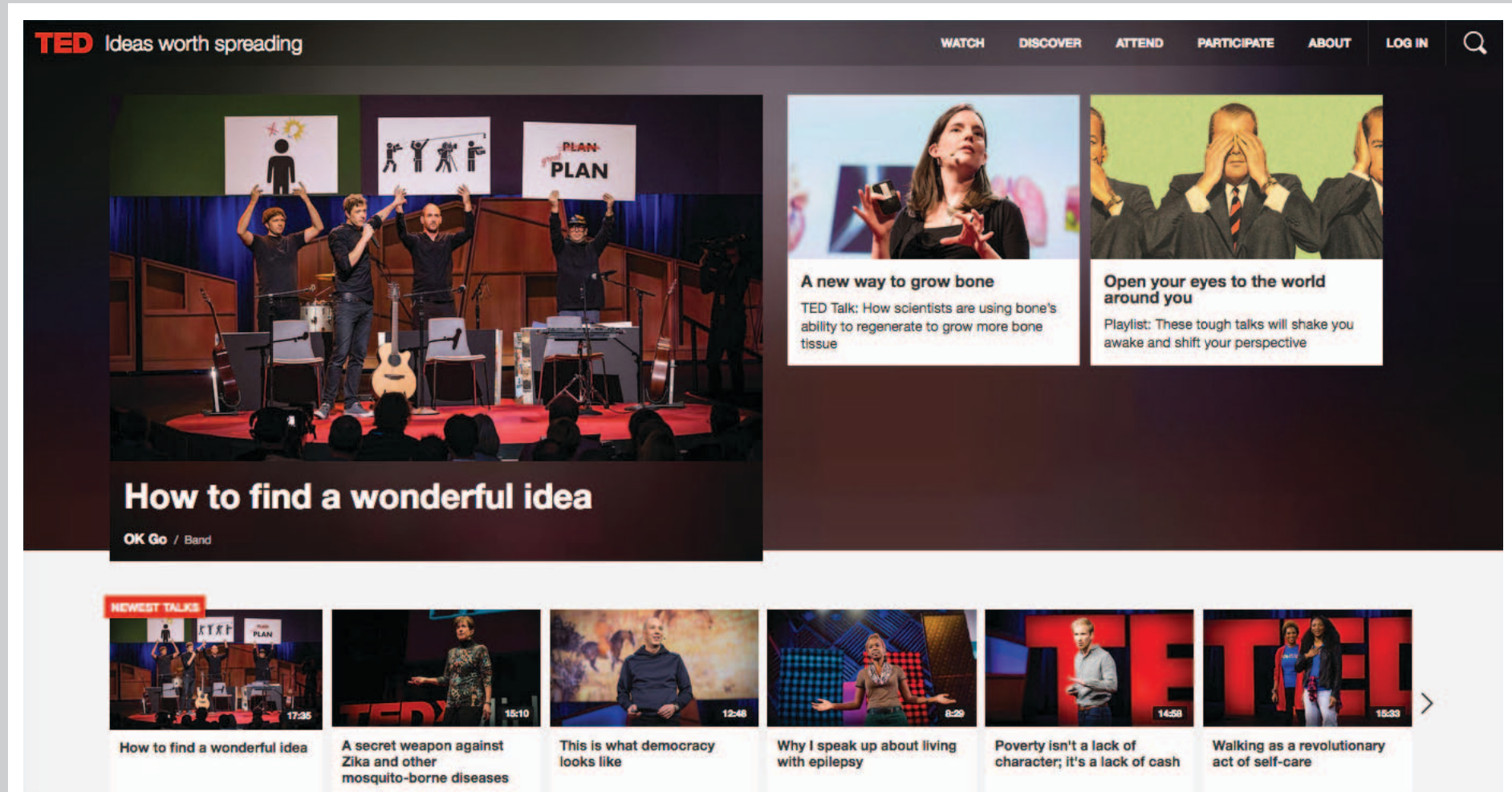
This is an accurate assertion. And it is absolutely true. However, historically when these discussions have occurred with past C-level leadership the discussion would end there. But what if this "We aren't TED" statement was not the end of our discussion but only the beginning?

What if we positioned the KNect365 brand as an entity comparable to TED's?

EXTERNAL ACTIVATION

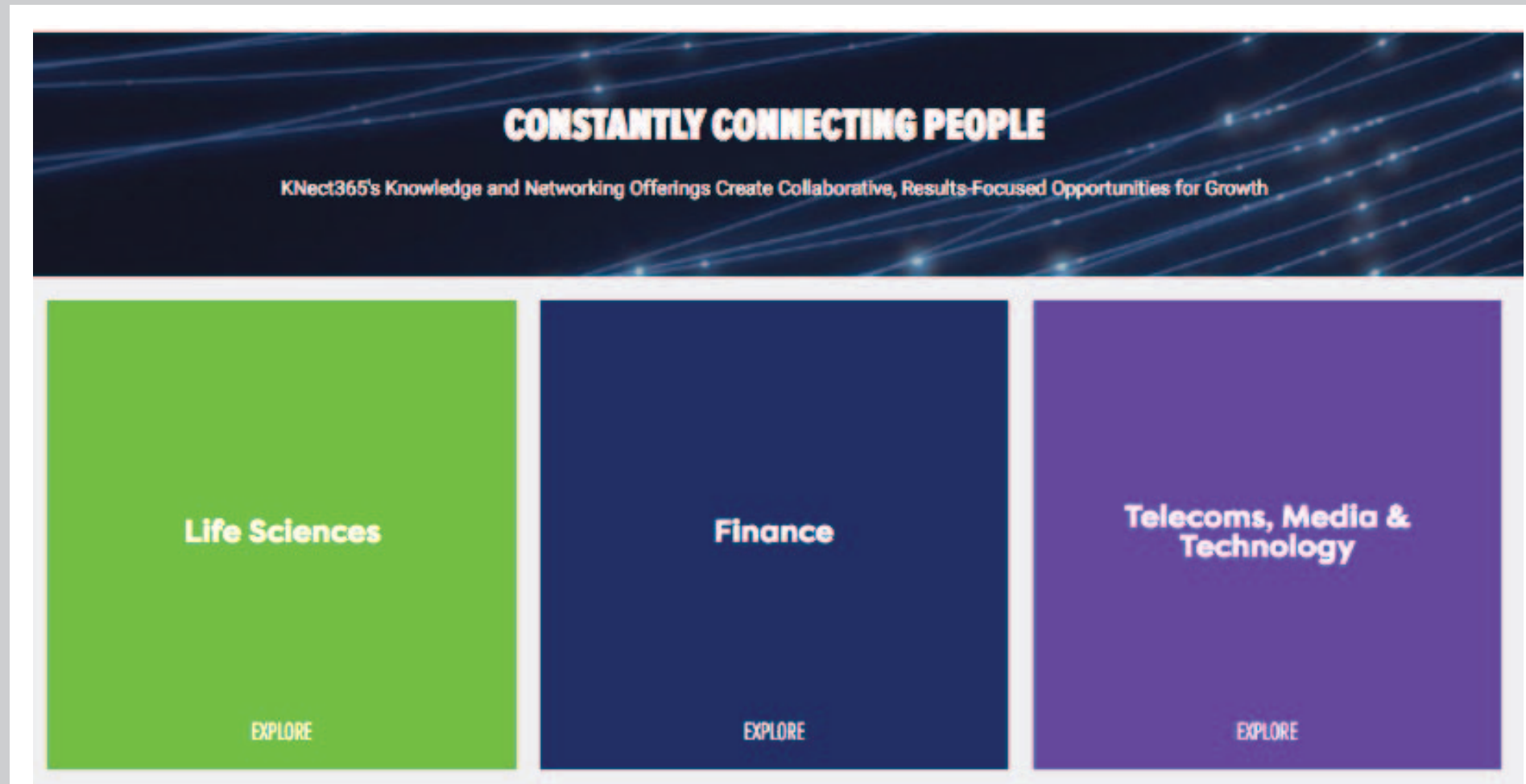
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TED's mission is simply stated on their website as... **“Sharing ideas.”**



Every aspect of their website supports this concept. This simplicity creates clarity and consistency and thus becomes powerful.

The KNect365 mission is generic alongside its competitors and its web presence has a generic quality as well.



A simple brand re-consideration could help to remedy this.

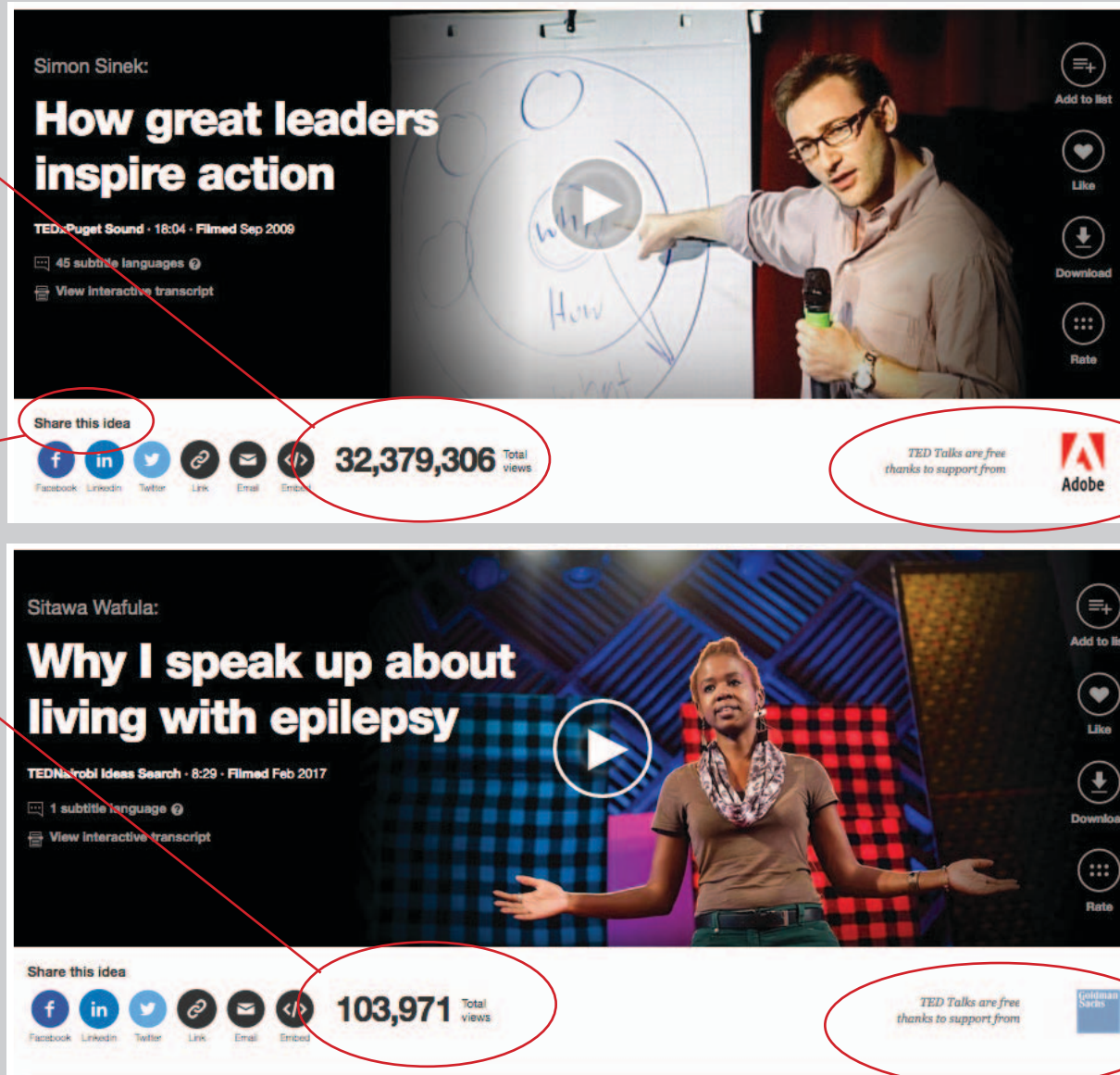
DIGITAL FIRST

A quick visit to TED's specific talks show results from years of consistent brand positioning across their digital platform. From a branding perspective TED's visuals do several things:

- 1 - They are SPECIFIC to the talk being showcased
- 2 - They are consistent with TED's mission of "Shaing Ideas"
- 3 - They are functionally and aesthetically consistent.

Notice TED acknowledges its reputable supporters front and center.

There is a noticable functional consistency here.



Simon Sinek spoke at a KNect365's LeadersIn conference in 2017. When he did a TED talk he got over 32 million views.

TED's social outlets are consistent per talk and readily available for any user to click at any time.

A random click on this talk off of TED's home page highlights this talk which shows over 100,000 views.

To date KNect365.com has had roughly 91,000 views. TED's site has hundreds of talks to view.

From a branding perspective KNect365 could leverage its digital properties from a centralized strategy so that we may see similar results on our CORE platform.

EXTERNAL ACTIVATION

KNect 365

DIGITAL FIRST

Finishing What We've Started

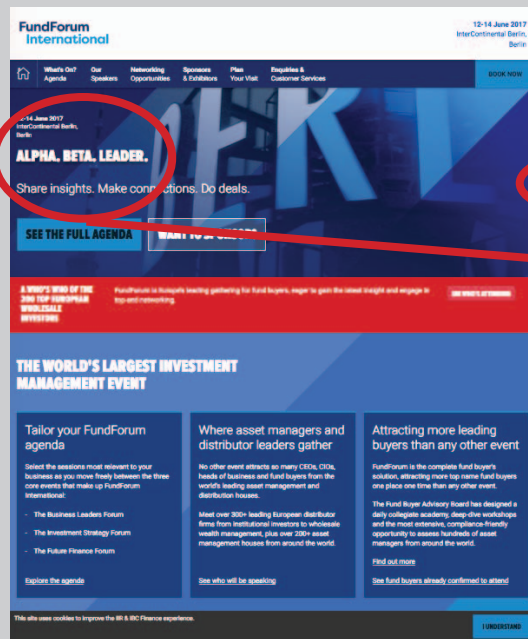
We've already set a tone for a global brand through the visual identity roll out. As the functionality to CORE continues to be en-

hanced KNect365 can begin to "connect dots" on best practices for it's digital assets. These best practices can be suggested to the internal vertical teams with data to back up the strategic

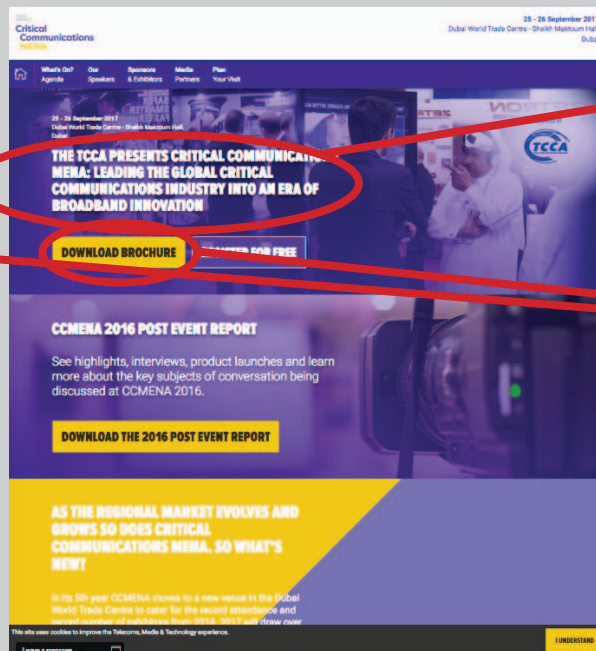
direction. Tying stories together across the umbrella, vertical and product brands could potentially enable enhanced digital performance on the whole which could be measured in CORE.

KNECT365 CORE WEBSITE EXAMPLES

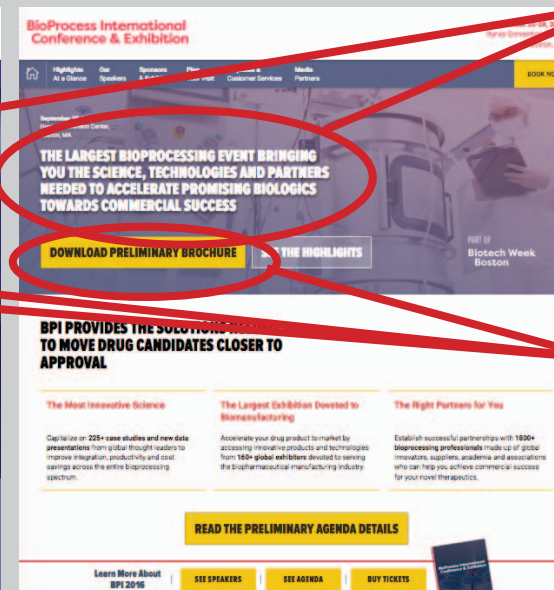
Finance FundForum International



TMT Critical Communications MENA



Life Sciences BioProcess International



There is work being done on Tone of Voice to reduce overcompensating with value propositions and unique selling points.

Here we see a focus on brochure/agenda downloads throughout our new platform. Is this a differentiator from what TED does? Is it a legacy approach that we can't seem to divorce ourselves from? Is it both??

From a branding perspective KNect365 could leverage its digital properties from a centralized strategy so that we may see similar results on our CORE platform.

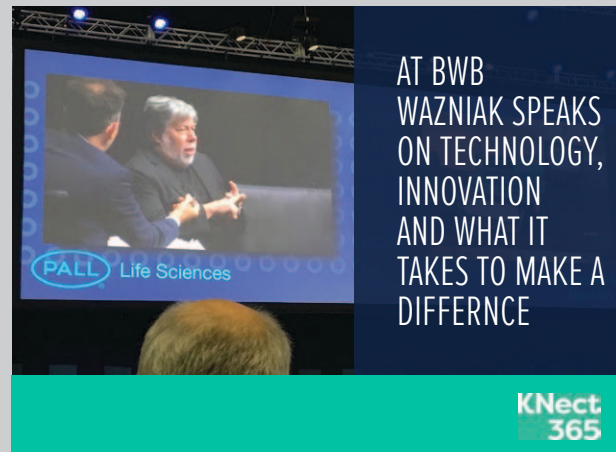
EXTERNAL ACTIVATION

KNect 365

1 - Umbrella Brand - top level story of major brand alignments



2 - Vertical Brand - Connecting Wazniak and Life Sciences



DIGITAL FIRST

Hypothetical Brand story mapping:
Tying Wazniak brand alignment from umbrella brand to individual through-out marketing ecosystem.

Harkoning back to the hypothetical "Engage Face to Face" campaign KNect365 can map out a brand story from:

- 1 - umbrella brand (could be promoted on KNect365.com home page)
- 2 - to vertical brand (could be promoted on KNect365life sciences home page)
- 3 - to product brand (could be promoted on BWB home page)
- 4 - to individual benefit (could be integrated into individual marketing messages as well as KNect365 employees)

3 - Product Brand - Connecting Wazniak and BWB USP



4 - Individual Benefit - "Face to Face" promise comes true.



From a branding perspective KNect365 could leverage its digital properties from a centralized strategy so that we may see similar results on our CORE platform.

EXTERNAL ACTIVATION

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DIGITAL FIRST

By the way, doesn't Waz look a lot more approachable and less aloof at a KNect365 event?

This is the very beginning of how we might play off of TED's brand equity while simultaneously differentiating from the TED brand.



From a branding perspective KNect365 could leverage its digital properties from a centralized strategy so that we may see similar results on our CORE platform.

EXTERNAL ACTIVATION

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DIGITAL FIRST

1 - Umbrella Brand - top level story of major brand alignments



Google's mission:

to organize the world's information and make it universally accessible and useful.



BWB's tagline:

Where the heart, technology and business of science converge.



KNect365's mission:

To equip professionals with the capabilities and networks they need to deliver enhanced business performance.

2 - **Vertical Brand** -
Connecting Google
and Life Sciences

3 - **Product Brand** -
Connecting Google
and BWB USP

4 - **Individual Benefit** -
"Face to Face" with
Google insights
comes true.

Hypothetical Brand Story Mapping:

Anything that is top level or aspirational can be used to brand map across the global marketing ecosystem. It is through reputation that we begin to create brand equity.

The Wazniak approach from the previous page can be applied to a high profile sponsor or partnering relationship like Google:

- 1 - umbrella brand (could be promoted on KNect365.com home page)
- 2 - to vertical brand (could be promoted on KNect365 life sciences home page)
- 3 - to product brand (could be promoted on BWB home page)
- 4 - to individual benefit (could be integrated into individual marketing messages)

From a branding perspective KNect365 could leverage its digital properties from a centralized strategy so that we may see similar results on our CORE platform.

EXTERNAL ACTIVATION


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March 10-19, 2017 Austin, TX | Dates & Deadlines Attend Housing & Travel Sponsors SXSW Channels

SXSW CONFERENCE FESTIVALS EXHIBITIONS NETWORKING AWARDS Schedule News


Watch Zane Lowe's Music Keynote at the 2017 SXSW Conference

WATCH NOW



2017 SXSW Keynote, Zane Lowe - Photo by James Goulden Photography / Getty Images


SXSW NEWS



Zane Lowe Music Keynote at the 2017 SXSW Conference [Video]

By Jordan Roberts, May 26


Conference Keynote Video



SXSW Joins Mercedes-Benz to Host Future-Focused Convention in Frankfurt

By Jordan Roberts, May 23

Announcements Community Conference Film Festival Interactive Festival Music Festival










PanelPicker Opens on June 26 for the 2018 SXSW Conference

By Jordan Roberts, May 11

Announcements Conference Gaming PanelPicker SXSWVideo

MORE +

SXSW

South by South West is an activated and differentiated brand as well.

As we delve into a more cohesive brand strategy we might think about deeper dives into what looks like success in our space.

EXTERNAL ACTIVATION

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GLOBAL ACTIVATION

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MISSION, VISION AND VALUES

Vision

Why?

Focused on the **future**: what could we achieve in five to ten years time?
Highly **aspirational**, giving the best view of where we could get to / how good we could be
Functions as the "north star" providing **guidance** and **inspiration**

Mission

What?

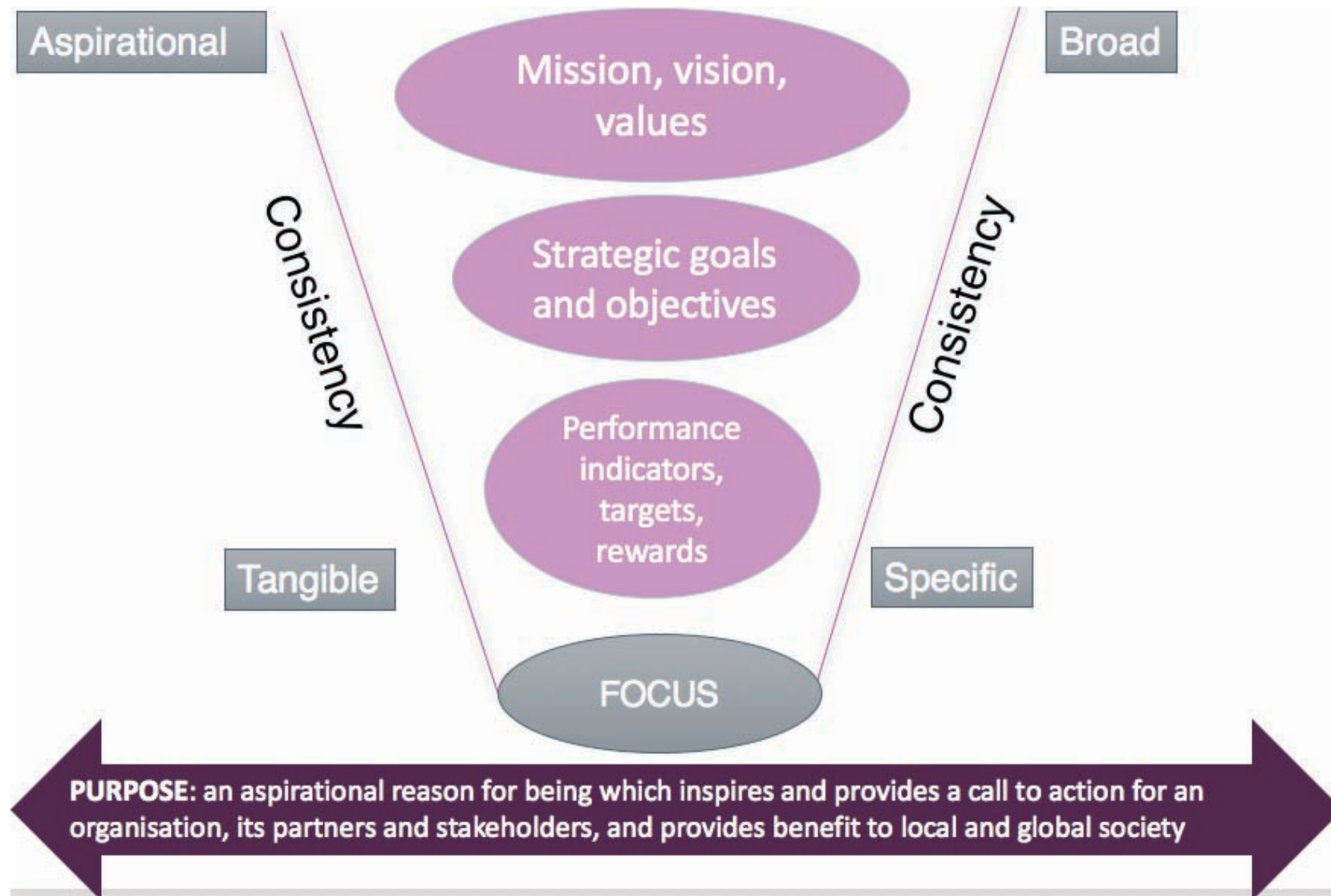
Concentrates on the present: what do we want to achieve today?
Answers three questions about why we exist:
WHAT we do - **WHO** we do it for - The **BENEFIT** of doing it

Principles

How?

The way we do what we do
The operating philosophies that guide our actions- with colleagues, partners, customers

MISSION VS PURPOSE



EXISTING VERSIONS/THOUGHTS (ANDY)

VISION:

**The #1 Commercial Relationship Broker
for Global Business Communities**

CUSTOMER PROMISE

"Connect with, and expand, your professional community
through the exchange of valuable insights and strategic
thinking"

especially in the markets of
Life Sciences, TMT and Global Finance

achieved through

**the provision of Uniquely Effective Customer
Engagement Solutions**

via facilitating access to:

- i. **Desirable Digital Content & Communities;**
- ii. **Agenda Setting F2F Networking
Experiences &**
- iii. **Capability Enhancing* Tools &
Programmes.**

* Technology Investment, Innovation, Leadership & Professional Development

VISION: A global leader in the provision of B2B Community Based Media
Solutions & Professional Development

MISSION: To equip professionals with the capabilities and networks they need to
deliver enhanced business performance.

EXISTING THOUGHTS AND THEMES

KNect365 drives global business by fostering the exchange of ideas, insights and information

Environment/platform for thought leaders to share their knowledge and vision to drive change

We must make employees feel the importance of what they are doing

Change for the better

Connecting people and knowledge to ignite change

10

SUSTAINABILITY ANGLE

- The concept of sustainability (not just environment!) can help us create a meaningful sense of purpose by showing staff how Knect365 contributes to the greater good
- We can (re) use Informa work on this to support our discussion and messaging

The slide is a screenshot of an Informa presentation. It has a dark blue header with the 'informa' logo in white. The main content area is light blue and contains the following text:

HOW DOES THIS LINK WITH RESPONSIBILITY?

Our purpose is to connect people and knowledge. The better we do this in our markets, the more successful we will be

BUT: some people, often those who'd benefit most, can't access these networks and knowledge effectively, if at all

As a responsible business, we'll find ways to help them access these alongside our traditional paying markets


By doing so, we're helping those people and economies prosper

This grows our future market and positions Informa to prosper too

11

Source: Ben Wielgus, Head of Sustainability - Informa

THINGS TO CONSIDER



SO SUSTAINABILITY AT INFORMA COULD BE ABOUT HOW WE CREATE VALUE THROUGH:

1. Running our business responsibly
2. Doing things benefit many of our partners including our customers, colleagues, communities and investors
3. Promoting access to knowledge and networks for those who need it, not just traditional markets, so they can make better decisions and prosper. The right focus can help our own business prosper alongside them

It's this last area that differentiates us as a business and best leads to opportunity driven from our purpose

18

Source: Ben Wielgus, Head of Sustainability - Informa

12

A large iceberg floats in a deep blue ocean under a bright blue sky with scattered white clouds. The visible tip of the iceberg is jagged and white, while the submerged portion is much larger and appears as a dark blue shape below the water line, illustrating the concept of hidden brand DNA.

“BRAND DNA” ACTIVATION

**KNect
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ACTIVATION PLAN OUTLINE

FOCUS AREA 1 - OUR GLOBAL MISSION AND VISION

- 1 - This is our mission (leadership team sets pace with some assistance)
- 2 - Our goal is to activate our mission
- 3 - These are the steps we are taking to activate our mission
- 4 - Follow through on activation to ensure it evolves

FOCUS AREA 2 - VERTICAL MISSION AND VISION

(brand/marketing/product/sales team focus)

- 1 - Identify vertical missions through mission mapping
- 2 - Our goal is to activate our vertical missions across the business
- 3 - These are the steps we are taking to activate our vertical missions
- 4 - Follow through on activation to ensure it evolves


FOCUS AREA 3 - EMPLOYEE MISSION AND VISION

(this could potentially be managed by HR teams)

- 1 - Identify and help motivate employees through “deep dive” mission mapping
- 2 - Our goal is to activate our employees’ sense of purpose across the business
- 3 - These are the steps we are taking to activate our employees
- 4 - Follow through on activation to ensure it evolves

“BRAND DNA” ACTIVATION

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“helping people and
economies prosper”

“BRAND DNA” ACTIVATION

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THANK YOU