

Hello Tomorrow event promotes business growth in 2023

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Leading industry figures including Meta Group director Sophie Neary, M&S chair Archie Norman and Ogilvy vice chair Rory Sutherland encouraged innovation, creativity, and the use of technology during the Team ITG's Hello Tomorrow event last week, inspiring businesses for the year ahead.

The event, in partnership with Bridgepoint, took place between 16 to 20 January, hosting 4,000+ business leaders and senior decision makers across 10 virtual sessions in themes of technology, creativity, brand reputation, relationships, and innovation.

The week began with BBC News anchor Huw Edwards interviewing Ms Neary on her thoughts around communities today and the metaverse. She discussed technology led communication and the future of the metaverse explaining how it will one day play a role in "democratisation of people and opportunity".

She said: "The best time to plant a tree is either 30 years ago or today" to describe success and growth in the future.

On Thursday's morning session, Mr Edwards interviewed Mr Norman, discussing the importance of reputation in business. He discussed how "brands have to be authentic, ideally they have to have come from somewhere, they were invented by someone for a reason, there's a story and that story is what makes it powerful" and referred to the importance of brand consistency.

Over the course of the week, the remaining eight sessions included the likes of Warner Bros ex VP Jason Bevan, Pret CEO Pano Christou, Wickes chief marketing officer Gary Kibble and a number of other leading names discussing how businesses can thrive in 2023.

Team ITG founder and group CEO Simon Ward said: “Hello Tomorrow was a huge success, bringing together some of the greatest minds across the business, retail, marketing, and technology industries to provide insight into the hot topics ahead in 2023.

“We hope Hello Tomorrow provided attendees with the inspiration to grow in the face of economic uncertainty through messages such as the crucial role the metaverse is expected to play and how creativity and consistency can play pivotal roles in brand reputation.”