

## GROWTH IN CHALLENGING TIMES

*A two-part event looking at what your marketing needs to underpin stable, sustainable, and scalable business in 2023 and beyond.*



2 x Half Days  
14<sup>th</sup> & 21<sup>st</sup> March



9.30am to 1pm  
UK Time



In Person in Bristol  
Or Live Online



[watertight-thinking.com/conf23](https://watertight-thinking.com/conf23)

Tickets From £127 + VAT

### *Can you grow your business in a tough economic climate?*

We've all seen the news; the economic outlook isn't exactly rainbows and unicorns. This is when you really test your business mettle. We'll be looking at the marketing foundations you need first for simple stability, then a business that can be sustained, and then one that can scale... in any weather!

*We will be releasing the findings from our extensive study into strategy and tactical alignment in growth business marketing.*

**EXCLUSIVE**

### *Your expert hosts...*

With over a century of marketing experience between them!



Bryony Thomas  
*Author, Watertight Marketing*



Rachael Wheatley  
*MD, Watertight Thinking*



Cheryl Crichton  
*Make Marketing Happen Club*



Peter Baynes  
*Master Practitioner*























BASED ON THE BEST-SELLING BOOK

[watertight-thinking.com/conf23](https://watertight-thinking.com/conf23)

## Spread over two half days

Two sessions one week apart to give you time to reflect on and action the ideas from the session.

Tuesday 14th March <i>Online or In-person</i>			Tuesday 21st March <i>Online Only</i>		
	9.00	Warm Watertight Welcome		9.00	Warm Watertight Welcome
	9.30	Your Stable Table for Growth		9.30	The Subtle Science of Growth Stacking
	10.00	Wisdom from the Room		10.00	Wisdom from the Room
	10.15	Growth from Existing Clients		10.15	Watertight Employer Marketing
	10.45	Wisdom from the Room		10.45	Wisdom from the Room
	11.00	Time for a Cuppa!		11.00	Time for a Cuppa!
	11.15	Watertight in the Real World		11.15	Making Marketing Happen
	11.45	Making Marketing Happen		11.45	Wisdom from the Room
	12.15	Wisdom from the Room		12.00	Developing a JourneyBrain
	12.30	Reflections & Close		12.30	Close: Stay for the after event chat

1

Very Exciting  
Announcement

2

Brand New  
Frameworks

3

Fantastic  
Speakers

4

Real  
Client Stories

5

Practical  
Workshops



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