

THE



MASTERCLASS

DESIGNED SPECIFICALLY FOR THE EMPLOYERS

DATE

Friday, 5th June 2026

VENUE

The Cumberland Hotel 1 Great Cumberland Pl, London, W1H 7AL

PROGRAMME OF SESSIONS

09:00 - 10:00

*Gates Open & Registration*

**10:00 - 11:00**  
SESSION 1

**UNLOCKING THE APPRENTICESHIP LEVY: FROM COST CENTRE TO STRATEGIC ASSET**

**11:00 - 12:00**  
SESSION 2

**PROJECT CONTROL**

A professional masterclass exploring modern project controls, governance frameworks, risk management, scheduling, cost control, and performance reporting to support successful project delivery across industries.

12:00 - 12:30

*Coffee Break & Networking*

**12:30 - 13:30**  
SESSION 3

**MARKETING PROGRAMMES**

This session will focus on marketing programmes aligned with industry standards and professional bodies (CIM Level 4 and Level 6 in Professional and Digital Marketing).

13:30 - 14:30

*Lunch & Networking*

**14:30 - 15:30**  
SESSION 4

**GOVERNANCE BOARD MEMBERSHIP: SHAPE THE FUTURE OF WORKFORCE DEVELOPMENT**

Exploring how employers and industry leaders can influence future-ready training strategies and workforce capability development.

15:30 - 16:00

*Coffee Break & Networking*

**16:00 - 17:00**  
SESSION 5

**EMPLOYER FORUM: CO-DESIGNING FUTURE-READY CURRICULUM**

An interactive employer discussion focused on aligning apprenticeship delivery with real industry needs, workforce challenges, and future skills demands.



# THE LONDON MASTERCLASS

DESIGNED SPECIFICALLY FOR MARKETING L4 ' L6

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## PROGRAMME OF SESSIONS

**09:30 -  
10:00**

SESSION 1

### CHARL SEVEL : EXPERIENTIAL MARKETING DISNEY CASE STUDY

How does Disney create unforgettable audience engagement? Explore the power of experiential marketing through a real-world case study.

**10:00 -  
10:45**

SESSION 2

### NATHAN SHIELDS : SOSTAC FRAMEWORK IN DIGITAL MARKETING

How do successful marketers build effective strategies? Explore the SOSTAC framework and learn how to plan, implement, and measure impactful digital marketing campaigns

10:45 - 11:15

*Learners Recognition By Charl Sevel \$ Our Partner Keynote (We Stream)*

**11:15 -  
12:00**

SESSION 3

### JULIANE THIEME: WHY CONSUMERS IGNORE YOUR MARKETING AND HOW TO FIX IT

Explore why consumers tune out marketing messages and discover practical strategies to improve engagement, build relevance, and create more effective customer experiences.

12:00 - 12:15

*Coffee Break & Networking*

**12:15 -  
13:00**

SESSION 4

### SAMAR ABDALLAH : ENGAGING ACTIVITIES

Dr Samar Abdalla is a senior lecturer, author, and researcher in global business and digital transformation, with extensive experience across business, academia, and international organisations. She brings practical insight into leadership, transformation, and navigating complex organizational environments.

13:00 - 14:00

*Lunch & Networking*

**14:00 -  
14:45**

SESSION 5

### KEITH ROWLAND : CURRENT TRENDS IN MARKETING

What trends are shaping the future of marketing? Explore AI, sustainability, influencer marketing, and the changing expectations of modern consumers.

14:45 - 15:00

*Coffee Break & Networking*

**15:00 -  
15:45**

SESSION 6

### FEMI FALODUN : FRAMEWORKS FOR BRAND CONTENT & STORYTELLING STRATEGY: LEVERAGING MULTIMEDIA CONTENT FOR GROWTH

How do brands use storytelling to drive growth and engagement? Learn practical frameworks for creating impactful content strategies that strengthen reputation, audience connection, and business performance.

15:45 - 16:00

*Coffee Break & Networking*

**16:00 -  
16:45**

SESSION 7

### UWAYE SOETAN : THE MARKETER WHO DOESN'T USE AI WON'T EXIST IN 5 YEARS

Will AI replace marketers or empower them? Discover how AI tools are transforming marketing and learn how to stay competitive in the future of the industry.

# THE LONDON MASTERCLASS

DESIGNED SPECIFICALLY FOR PROJECT CONTROL PROFESSIONAL L6

## DATE

Friday, 5th June 2026

## VENUE

The Cumberland Hotel 1 Great Cumberland Pl, London, W1H 7AL

## PROGRAMME OF SESSIONS

**9:30 -  
10:00**

SESSION 1

### MICHELLE BANNER

Michelle is a Project Controls Specialist, Trainer, and Director at MRB Project Controls Ltd and Controls & Skills Authority. She brings extensive expertise in industry consultancy and professional training.

**10:00 -  
10:45**

SESSION 2

### NIGEL SMITH : ARE YOU A COMMANDER? A CHEERLEADER? A CARER? OR A CRITICAL THINKER?

The session will guide you through the DISC self-awareness tool to explore various leadership styles, traits, and how they impact day-to-day project interactions.

10:45 - 11:15

*Learners Recognition By Ray Maed*

**11:15 -  
12:00**

SESSION 3

### EDDIE OBENG : FROM PROJECT CONTROLS TO PERFECT PROJECTS

What separates struggling projects from successful ones? Explore practical techniques for risk reduction, project execution, and adapting leadership approaches to different project environments.

12:00 - 12:15

*Coffee Break & Networking*

**12:15 -  
13:00**

SESSION 4

### STEVE WAKE & BEN FITZGERALD : BS 202001 PROJECT CONTROLS SPECIFICATION STANDARD: IDEAS THAT ACTUALLY WORK

Explore the creation and real-world application of the UK's first project controls specification standard. Project specialist Steve Wake and AECOM's Ben Fitzgerald share evidence-based insights from road-testing BS 202001:2025 on a complex infrastructure project—demonstrating how to build a maturity framework, deliver actionable outcomes, and successfully turn theory into practice.

13:00 - 14:00

*Lunch & Networking*

**14:00 -  
14:45**

SESSION 5

### ANDREW MILLINGTON : INSIGHTS INTO PROJECT MANAGEMENT

How do successful leaders make decisions in complex projects? Explore leadership techniques, project management models, and strategies for navigating uncertainty and delivering results.

14:45 - 15:00

*Coffee Break & Networking*

**15:00 -  
15:45**

SESSION 6

### RAY MEAD : BEING MORE HUMAN IN THE AGE OF AI: FUTURE-PROOFING YOUR CAREER AND YOUR ORGANISATION

Will AI replace project professionals or strengthen them? Learn how human skills such as judgement, adaptability, and relationship-building remain critical in an AI-driven project environment.

15:45 - 16:00

*Coffee Break & Networking*

**16:00 -  
16:45**

SESSION 7

### STEPHEN JENNER : PROJECT PORTFOLIO MANAGEMENT: WHAT, WHY, AND HOW?

How do organisations prioritise the right projects for success? Discover the principles, techniques, and strategic value of effective project portfolio management.