

INDUSTRY RESEARCH REPORT



LONDON | NEW YORK | MILAN | BASEL | MADRID



The Richmond Marketing Forum

The Richmond Communication Directors' Forum

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Introduction

Industry Research Report 2025

This report offers industry insights from The Richmond Marketing Forum and The Richmond Communication Directors' Forum, which took place at The Grove, Hertfordshire in November 2024. These 2 events bring together some of the UK's most senior marcoms professionals for 1½ days of conference, meetings and networking.

Attendees benefit from thought-provoking keynote speakers, cutting-edge solutions, and fresh perspectives in a rapidly changing landscape.

This research report captures valuable feedback from attendees, shedding light on the key challenges they face, how their budgets compare to previous years, and their strategic priorities for 2025 and beyond.



Delegate Demographics

Av. individual budget	Av. organisation budget	Av. organisation turnover
£4.9m	£34.8m	£632m

The charts below illustrate firstly, their current challenges, and secondly, what are the key products and services that they want to hear and learn more about to help with face these challenges.

What are the three most important challenges you are currently facing in your role?

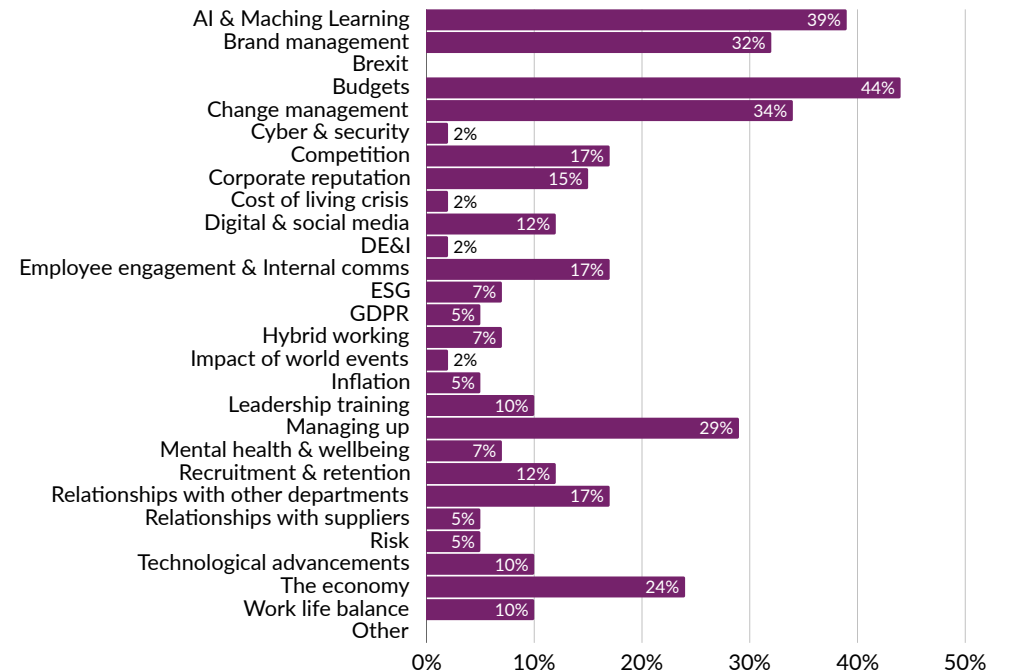


Budget tops the list of challenges for senior marketing professionals, closely followed by AI and machine learning. At the other end of the scale.....

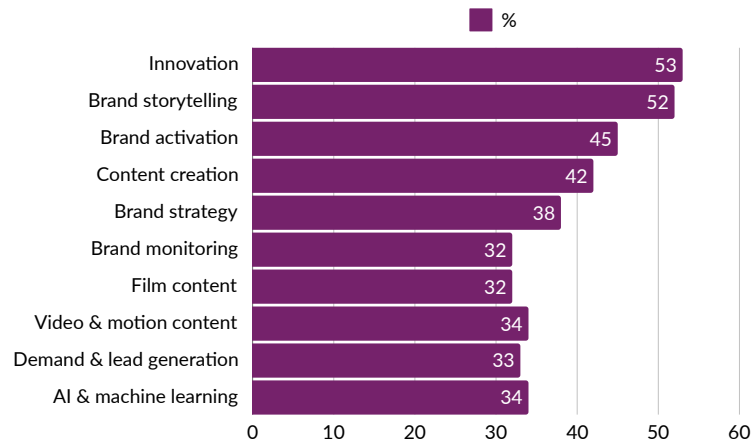
The Richmond Marketing Forum

Welcome to The Richmond Marketing Forum Research Report. This event takes place annually in November. Each year, the event brings together over 150 senior marketing professionals from a diverse range of industries. What challenges are they facing? How do their budgets compare with previous years?

This report provides a comprehensive understanding of the key trends, challenges, and opportunities shaping the marketing landscape. Delegates from differing sectors allow valuable insights into common trends and challenges they face, helping to better understand their needs. It also highlights the key factors impacting them and the areas in which they seek growth & support.



Which of the following products and services would you like to discuss at the event?



The above chart shows the top 10 areas that delegates at the event wished to discuss with the suppliers / agencies. In total there was over 100 products & services to choose from, so should you want the entire list please let us know!

The client agency relationship

We asked the delegates how many suppliers they work with, how many new ones they talk to each year, and how many of these, they then appoint (spoiler – it's about 1 in 3).



Testimonials

Group Director of Sales and Marketing
APS Group

I was very impressed with The Richmond Marketing Forum, extremely well organised and a high level of commitment from client attendees.

Global VP Brand (Healthcare)
Sodexo

Really good way to open your mind to new marketing tools, agencies, innovations and ideas. Efficient way to meet agencies and have a short but relevant discussion to understand if there is a match or not.

Founder
Flintlock

It was really good - we came with a high degree of trepidation and ended up really enjoying it - having warm leads there expecting to talk to you made it so much easier that going in cold to a standard new business event.

Director of Global Marketing
Corinthia Hotels

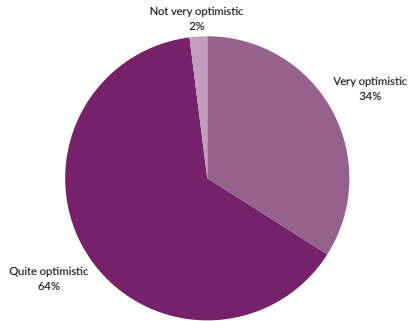
Very interesting conference with great speakers and opportunities to learn. Suppliers were well selected and provided interesting information that would be useful for us a company.

Confidence Levels

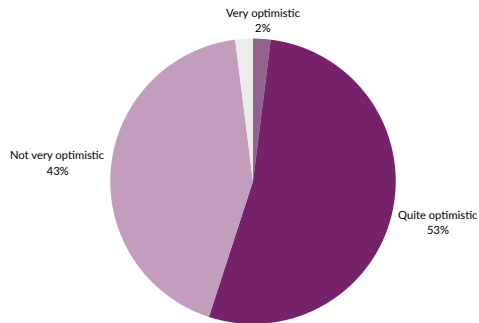
Delegates were asked for their levels of confidence for their organisation, as well as the UK and World economies, over the next 12 months.

How optimistic are you about the next 12 months?

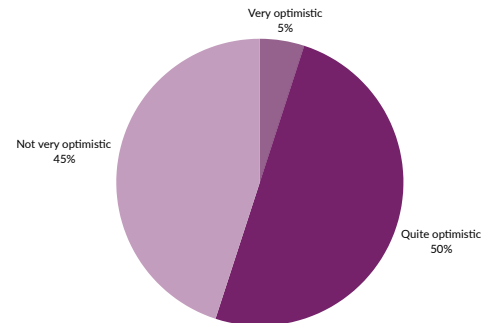
Prospects of your organisation



Prospects of the UK economy



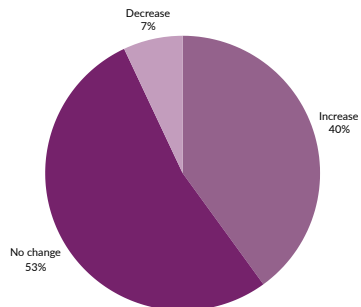
Prospects of the world economy



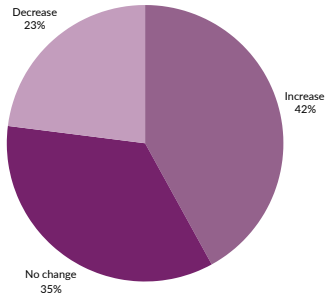
Predications for your organisation

We then asked the delegates to be more specific in changes for 5 categories within their organisation.

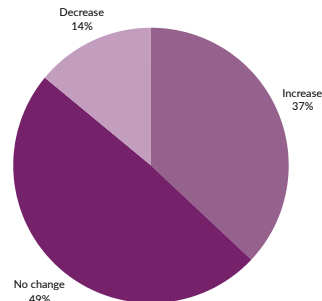
Your department's headcount



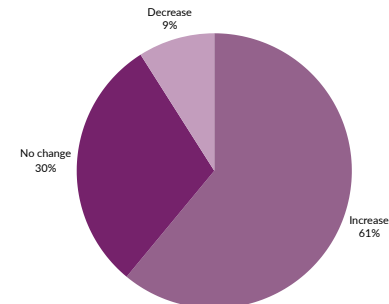
Your organisation's headcount



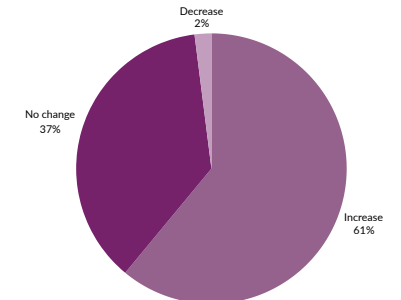
Your department's budget



Your organisation's profit



Your organisation's turnover



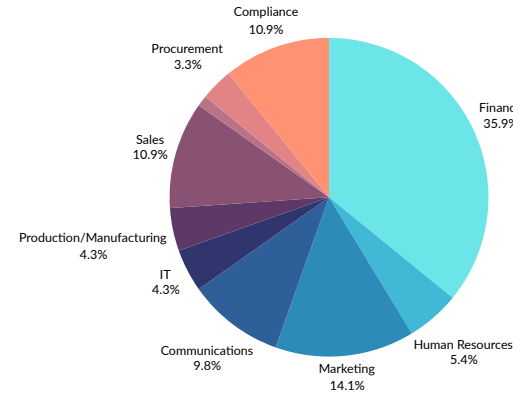


Taking a view on other departments within the organisation

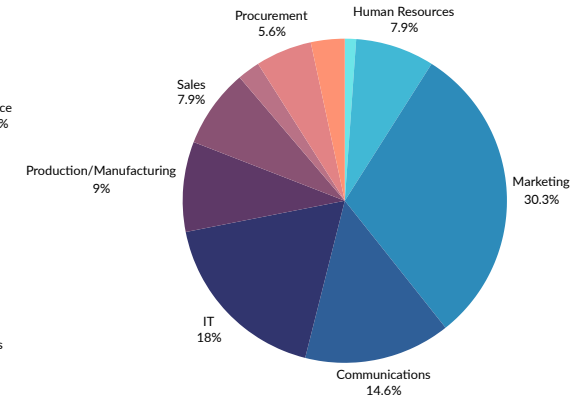
We asked the delegates to score their peers from other departments within their organisation, across a series of criteria. We asked them not to vote for themselves, though as you'll see from Innovation, many clearly couldn't resist doing so.

With the exception of your own area, which department within your organisation do you rate as being the most effective in terms of the following attributes?

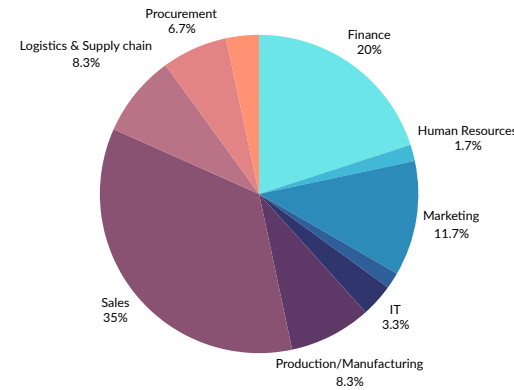
Boardroom Influence



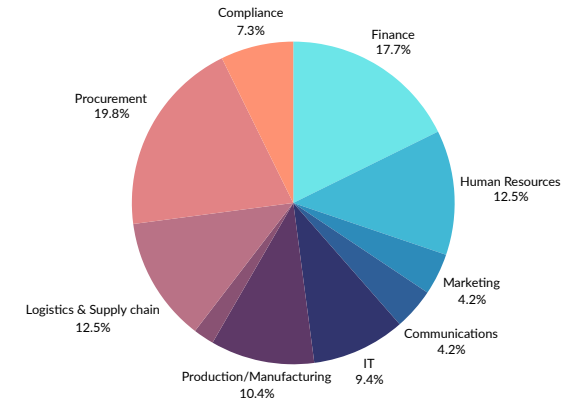
Innovation



Profitability



Cost saving



Key take away from the data information



Delegate Demographics

Av. individual budget	Av. organisation budget	Av. organisation turnover
£1.2m	£29.6m	£899m

The charts below illustrate firstly, their current challenges, and secondly, what are the key products and services that they want to hear and learn more about to help with face these challenges.

What are the three most important challenges you are currently facing in your role?

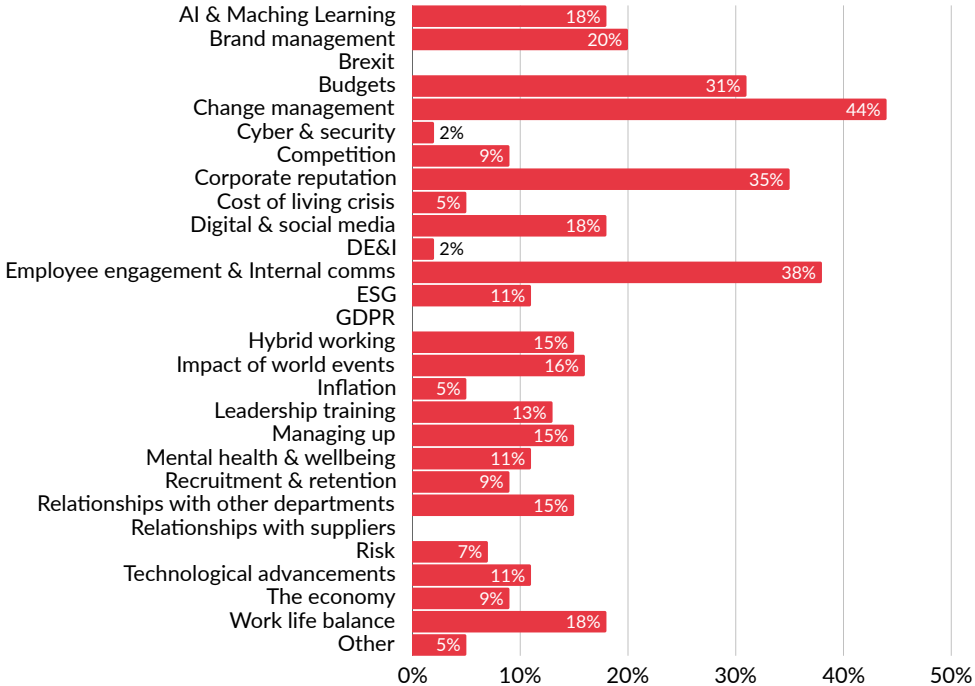


Change Management leads the way as the most important challenge facing our delegates in 2025, closely followed by employee engagement and corporate reputation. Full list below...

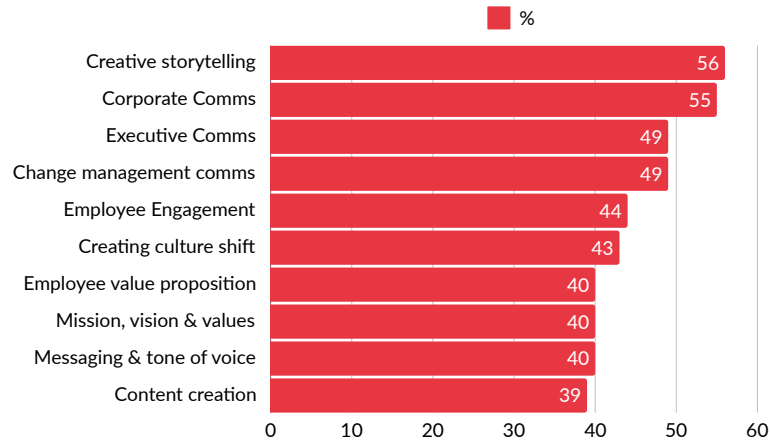
The Richmond Communication Directors' Forum

Welcome to The Richmond Communication Directors' Forum Research Report. Each year the event brings together over 150 of the UK's most senior Comms professionals from a diverse range of industries.

This report provides a comprehensive understanding of the key trends, challenges, and opportunities shaping the comms landscape. Delegates from differing sectors allow valuable insights into common trends and challenges they face, helping to better understand their needs. It also highlights the key factors impacting them and the areas in which they seek growth & support.



Which of the following products and services would you like to discuss at the event?



The above chart shows the top 10 areas that delegates at the event wished to discuss with the suppliers / agencies. In total there was over 100 products & services to choose from, so should you want the entire list please let us know!

The client agency relationship

We asked the delegates how many suppliers they work with, how many new ones they talk to each year, and how many of these, they then appoint (spoiler – it's about 1 in 3).



Testimonials

Managing Director &
Client Partnerships
Splendid
Communications

Great. One of the best of these types of forums I've been too. Loved how paired with people to network with at breakfast, lunch and dinner. It felt like every part of the day was productive but also everyone seemed to come with the same mindset of having a lovely time as well as networking.

Chief of Staff
Wesleyan

Really good. Best one I've been to on balance. Great key note / industry sessions paired with meaningful supplier conversations.

Managing Director
build the bandwagon

Really positive overall, quite full on but really pleased with the quality of the conversations we had. It was so nice to actually sit and talk to be people face to face, it's so hard to find the time for these sorts of meetings and was nice not to be behind a screen.

Corporate Affairs
Director
BDO

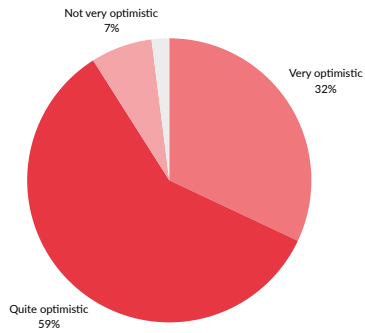
It was an excellent and exceptionally well run conference. The suppliers made me think and the delegate sessions were insightful. I thought it would be useful and thought provoking but it exceeded my expectations.

Confidence Levels

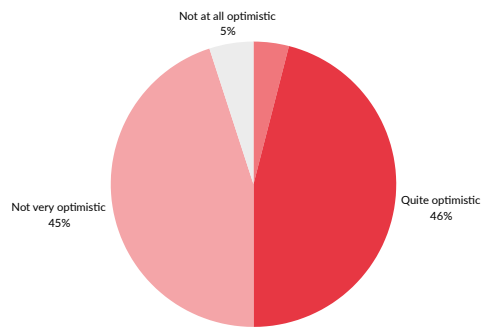
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How optimistic are you about the next 12 months?

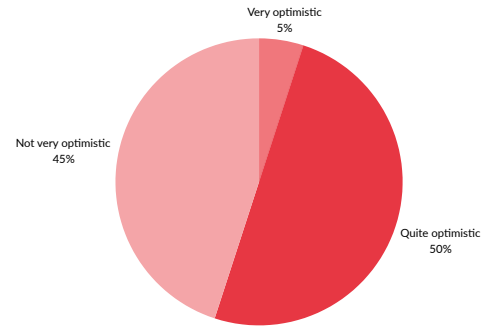
Prospects of your organisation



Prospects of the UK economy



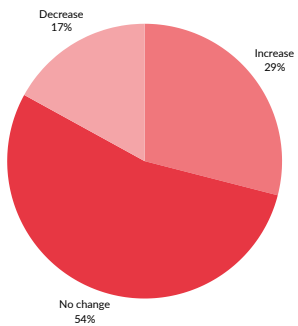
Prospects of the world economy



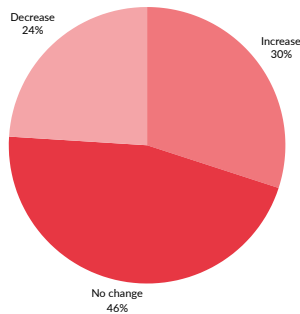
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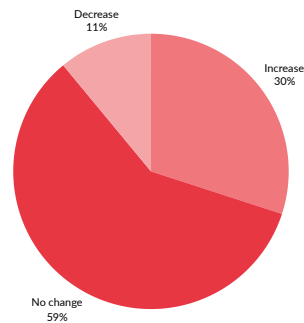
Your department's headcount



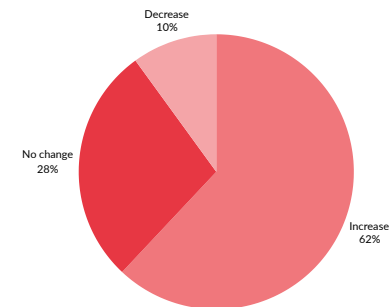
Your organisation's headcount



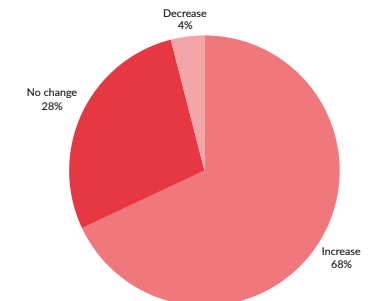
Your department's budget



Your organisation's profit



Your organisation's turnover



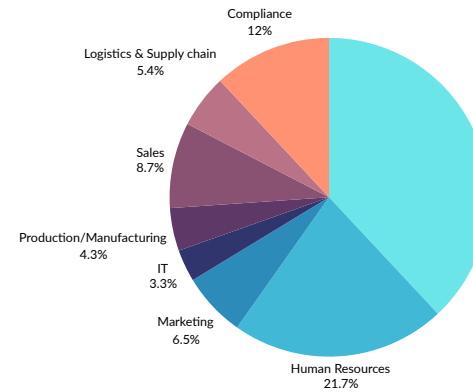


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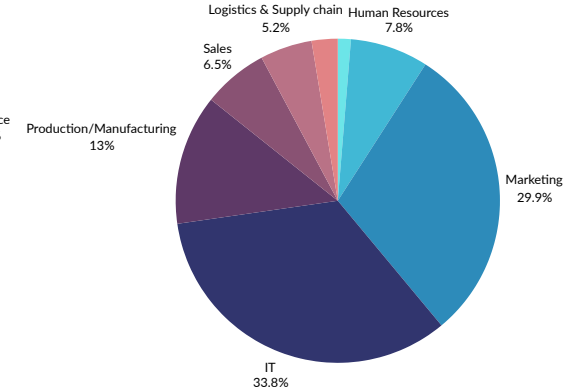
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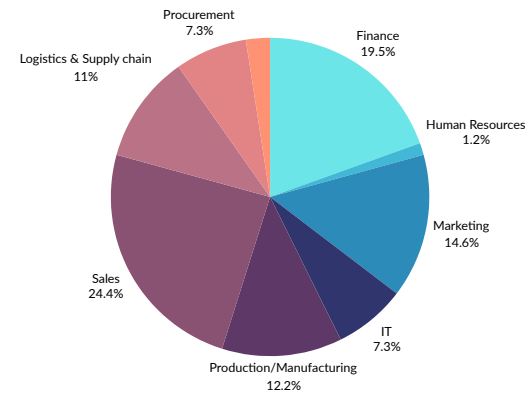
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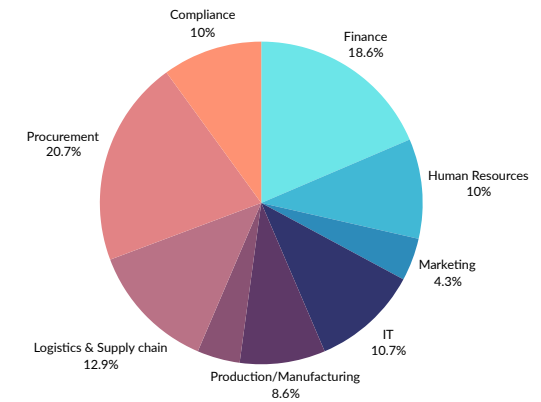
Innovation



Profitability



Cost saving



Key take away from the data information



Our 2025 Forums

[🌐 https://www.richmondevents.com/home](https://www.richmondevents.com/home)

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