

Humanizing Growth Series

Lorraine Twohill

About



IRG Purpose

We help CMOs and other growth leaders drive more humanized growth by connecting them to peers, experts and best practices.

Humanizing Growth Series format

- A casual 'fireside chat' conversation between IRG Founder Marc/Frank and guest speaker.
- Guest will be speaking for 60-70% of the time. It will include relevant issues that the audience is sending in the chat along the way.
- Previous sessions: https://instituteforrealgrowth.com/humanizing_growth_series.html

Audience

- The webinar is open to all – feel free to share the invite with anyone interested.
- Audience are mostly Chief Marketing Officers or Chief Growth Officers that are part of the IRG community.
- More information here: <https://instituteforrealgrowth.com/IRG2021-participants.html>

Register

To join the webinar, please register here: <https://bit.ly/3uIBA6V>

Lorraine Twohill

Chief Marketing Officer



Friday May 21

9 AM EDT | 2 PM BST | 9 PM CST

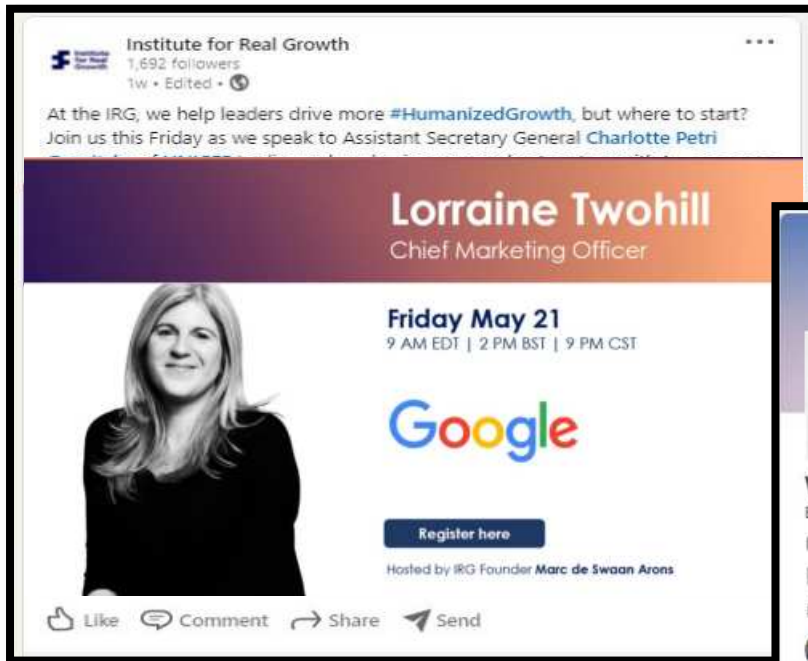


[Register here](#)

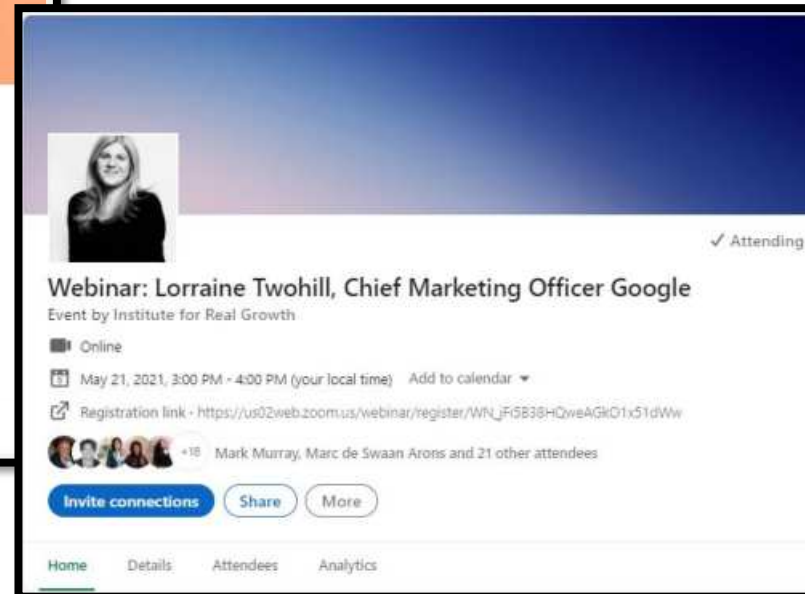
Hosted by IRG Founder **Marc de Swaan Arons**

Social media coverage

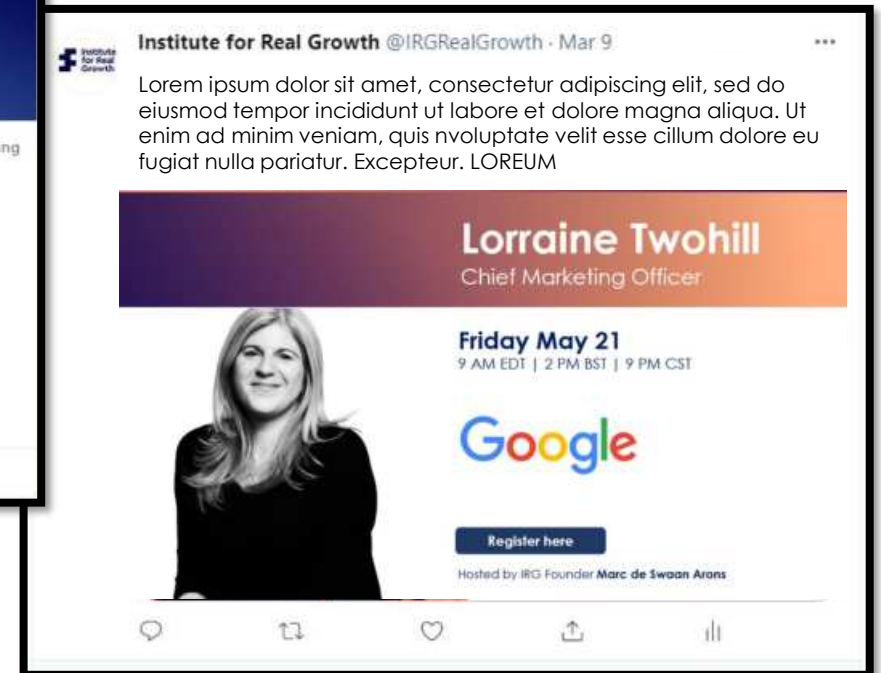
LinkedIn post



LinkedIn event



Twitter post



Other channels

Dedicated newsletter
(9K recipients)

Announcement [IRG website](#)

 Institute for Real Growth

Lorraine Twohill
Chief Marketing Officer



Friday May 21
9 AM EDT | 2 PM BST | 9 PM CST



Register here

Hosted by IRG Founder Marc de Swaan Arons

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Friday March 12
9AM EST | 2PM GMT | 10 PM CST

Register here

About the Institute for Real Growth

The Institute for Real Growth (IRG) is a not-for-profit and independent institute supported by WPP, Facebook, Google, Salesforce, Kantar, LinkedIn, the NYU School of Professional Studies (NYUSPS), the Saïd Business School at the University of Oxford, the Exeter Group and Spencer Stuart.

IRG Leadership programs help CMOs and other growth leaders drive more humanized growth by connecting them to peers, experts and best practices.

More information

WPP Google Twitter/Insta FACEBOOK KANTAR LinkedIn YOUTUBE

IRG Planning Social media

Channel	Date
LinkedIn + Twitter announcement	Thursday 06 May 1:30 pm CET
LinkedIn + Twitter announcement	Wednesday 12 May 1:30 pm CET
LinkedIn + Twitter announcement	Wednesday 19 May 1:30 pm CET
IRG Newsletter	Thursday 13 May



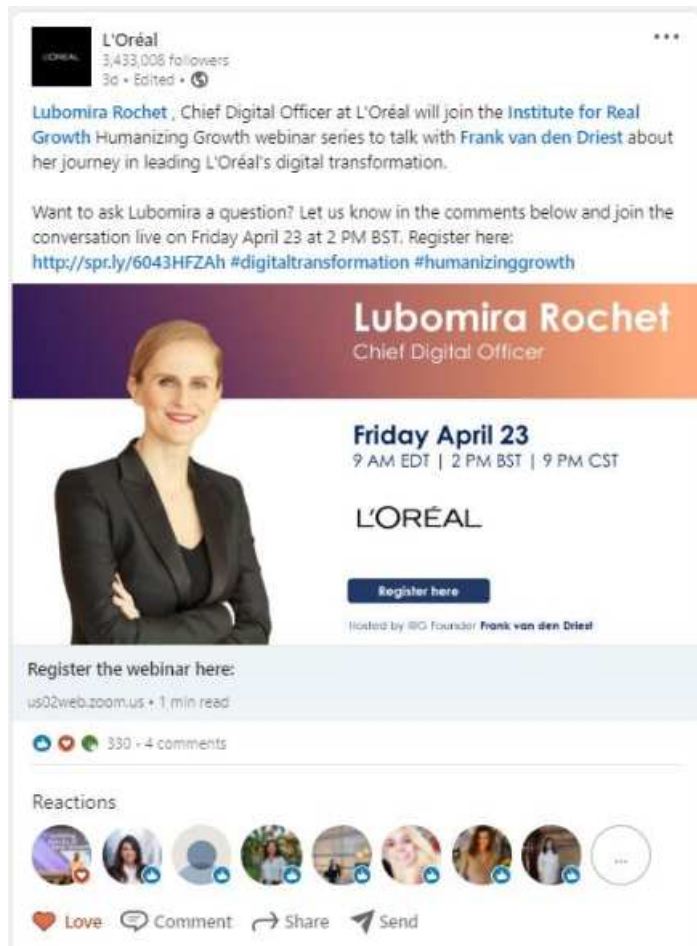
@IRGRealGrowth



@Instituteforrealgrowth

Best practice collaboration

Post corporate account



L'Oréal
3,433,006 followers
3d • Edited •

Lubomira Rochet, Chief Digital Officer at L'Oréal will join the [Institute for Real Growth](#) Humanizing Growth webinar series to talk with [Frank van den Driest](#) about her journey in leading L'Oréal's digital transformation.

Want to ask Lubomira a question? Let us know in the comments below and join the conversation live on Friday April 23 at 2 PM BST. Register here: <http://spr.ly/6043HFZAh> #digitaltransformation #humanizinggrowth

Lubomira Rochet
Chief Digital Officer

Friday April 23
9 AM EDT | 2 PM BST | 9 PM CST

L'ORÉAL

Register here

Hosted by IIG Founder [Frank van den Driest](#)

Register the webinar here:
[us02web.zoom.us](#) • 1 min read

330 • 4 comments

Reactions

Love Comment Share Send

Post personal account



Kees Kruijthoff • 2nd
Chairman & CEO at The LIVEKINDLY Co
5d •

From climate change to inequality, has the effects of the last 12 months helped us to address critical issues? I sat down with [Marc de Swaan Arons](#) as part of [Institute for Real Growth](#)'s Humanizing Growth webinar series where we discussed the "Power of the Pause" and acceleration of trends over the past year.

Listen to the full conversation on Spotify: <https://lnkd.in/gN6-RMA>

Watch the webinar here: <https://lnkd.in/gesVcQn>

#climatechange #inequality #leadership #covid19impact

Kees Kruijthoff
Chairman & CEO

Friday March 26
4 AM EDT | 1 PM GMT | 9 PM CST

the LIVEKINDLY co.

Hosted by IIG Founder [Marc de Swaan Arons](#)

Kees Kruijthoff, CEO & Chairman, LIVEKINDLY | Humanizing Growth Series ...
vimeo.com

3

Reactions

Like Comment Share Send

Post internal network



Microsoft Teams

Paul Polman
Co-Founder

IMAGINE

Quick access

- Learning Center
- Help Desk
- People Directory
- Workbooks
- PowerPoint
- Documents
- Files
- Video Library
- Calendar

What's happening in my department?

Let's meet!

26
Workshop Digital workshop

02
Coffee transformation

Promotion options

Corporate channel



1. Share announcement with internal team (email and/or internal website)
2. Post announcement on social media channels (LinkedIn / Twitter / Instagram)
3. Newsletter announcement
4. Like and/or share announcement on IRG social media



@IRGRealGrowth



@Instituteforrealgrowth

Promotion options personal channel



1. **Post announcement visual (slide 2) on social media**
2. **Share announcements with colleagues, clients, Friends**
3. **Share and/or like announcements by IRG on LinkedIn and Twitter.**



@IRGRealGrowth



@Instituteforrealgrowth

Important links



- **LinkedIn:** **@InstituteForRealGrowth**
<https://www.linkedin.com/school/institute-for-real-growth>
- **LinkedIn event:** <https://www.linkedin.com/events/humanizinggrowthserieswithdiego6787696026099728384/>
- **Twitter:** **@IRGRealGrowth**
<https://twitter.com/IRGRealGrowth>
- **Register here:** <https://bit.ly/3uIBA6V>
- **Humanizing Growth Series:** <https://instituteforrealgrowth.com/humanizing-growth-series.html>
- **Questions?** Jacqueline@instituteforrealgrowth.com