

# EMERGING FROM RECESSION

A one-day conference with keynote speaker,  
**Sir Martin Sorrell, chief executive, WPP**



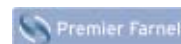
Thursday,  
8 October 2009

Altitude 360°  
London SW1P

Speakers from these  
top organisations



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# EMERGING FROM RECESSION

## 08.30 WORKSHOPS

Open to all agency delegates

### Returning fees to appropriate levels

Neil Backwith, management consultant specialising in the PR industry



### Winning business from the public sector

Neil Martinson, news and PR board member, COI



COI

### You've survived: now how do you grow?

Trevor Morris, visiting professor in public relations, University of Westminster



UNIVERSITY OF WESTMINSTER

## 11.45 REBUILDING TRUST

Many of the pillars of our society have been rocked by a series of very public crises. How do we restore public confidence in organisations and rebuild reputations to emerge stronger in the future?

Ed Williams, director of communications, BBC



BBC

## 12.10 QUESTIONS FROM THE FLOOR

## 12.30 LUNCH

## 13.30 WORKSHOPS

### Option one: Talent retention

As businesses emerge from recession, the fight for talent will resume. This workshop offers advice on retaining key employees and maintaining engagement as businesses prosper.

Gill Hardy, co-founder, McKenzie Finn, and John Smythe, deputy chairman, Engage Group, host a workshop that offers real-life insights into this fascinating subject



McKenzie Finn  
Executive Search

ENGAGE  
Group

### Option two: Evaluation

The recession has focussed attention onto budgets and, inevitably, the cost of communications. This workshop will discuss the latest thinking behind evaluation techniques and proving the value of communicators. TBC

### Option three: Public sector challenges

Local authorities have become increasingly adept at balancing the demands of their multiple stakeholders with limited budgets. This informal workshop will offer insight into the changing role of council communications, and the lessons to be drawn for the public sector.

David Holdstock, head of corporate communications, London Borough of Hillingdon, and chair of LGcommunications, hosts this session



HILLINGDON  
LONDON BOROUGH

## 08.45 REGISTRATION

## 09.30 WELCOME ADDRESS

Helen Dunne, editor of CorpComms Magazine

## 09.40 KEYNOTE SPEECH

Sir Martin Sorrell, chief executive, WPP  
Overview of the industry – threats and challenges

## PANEL RESPONSE TO KEYNOTE

Moderated by Helen Dunne, editor, CorpComms

Harriett Green, chief executive, Premier Farnell (clients)

John Waples, business editor, *The Sunday Times* (media)

David Gallagher, chairman, PRCA (PR)



Premier Farnell



THE SUNDAY TIMES

## 10.30 QUESTIONS FROM THE FLOOR

## 11.15 COFFEE

**14.30 CRISIS MANAGEMENT IN ACTION**

More than any other sector, the financial services industry has been rocked by a series of high profile crises over the past two years. This session will consider the role of crisis management planning, how to continue to work under a media spotlight and the lessons to be learned going forward.



Howell James, corporate affairs director, Barclays

**15.00 PANEL DISCUSSION**

Nickie Aiken, ex head of group PR, Bradford & Bingley  
Anthony Frost, head of corporate communications, Abbey  
Howell James, corporate affairs director, Barclays  
Andrew Wilson, head of group corporate affairs, Royal Bank of Scotland



Bradford & Bingley



**15.30 COFFEE**

**15.50 EMERGING FROM THE RECESSION**

With continued uncertainties about budgets and revenues, how can communications assist in preparing for the future and help to drive organisations forward?

Colin Byrne, chief executive UK & Europe, Weber Shandwick



**16.10 QUESTIONS FROM THE FLOOR**

**16.30 WHAT'S NEXT IN SOCIAL MEDIA?**

TBC

**17.20 CLOSING ADDRESS**

Francis Ingham, director general, PRCA  
Followed by cocktails

**CONTENT**  
It may be necessary due to unforeseen circumstances to alter the content, timings speakers or location and, as such, Hardy Media accepts no liability for the variations.

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**TERMS AND CONDITIONS**

# EMERGING FROM RECESSION

Thursday, 8 October 2009

Altitude 360°, London

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WAYS TO REGISTER

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Early bird rate before 11 September 2009 SAVE £100

Please register  delegates at the rate of £350+VAT = £402.50

Standard rate after 12 September 2009

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## DELEGATE DETAILS

Please complete one registration form for each delegate.

For ease, please attach business card.

Please photocopy for additional bookings

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I have read the cancellation policy and agree to the terms and conditions

Signed

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Title

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Nature of business

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Full payment must be received prior to the conference. Bookings received less than two weeks before the conference date can only be paid by credit card. A receipt for payment will not be issued unless requested.

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## ACCOMMODATION

Accommodation is not included in the registration fee. A limited number of rooms are available at a reduced rate. Please call **Nicola Gardiner** on **020 7250 0607**.