

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

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Thursday, 8 October 2009

Altitude 360°, London

29th Floor, Millbank, London SW1P 4QP

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WAYS TO REGISTER

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