

AGENDA

23rd and 24th October 2008

Down Hall Hotel, Hatfield Heath, Nr Bishop's Stortford, Hertfordshire CM22 7AS

<http://www.downhall.co.uk/>

Thursday 23rd October

5:00 p.m. Tea and coffee

5:30 p.m. Welcome – Helen Crofts, Chair

5:45 p.m. **Adrian Webb, Head of Corporate Communications, Esure -**
"The Sheila's Wheels Story"

7:00 p.m. Drinks – *Bar*

7:30 p.m. Dinner

Speaker **Lucian Camp, Chairman, Tangible Financial -**
"Insurance brands: The Good, the Bad and the Ugly"

Friday 24th October

8:30 a.m. Introduction - Helen Crofts

8:35 a.m. **Kiki Maurey, Founder, KMC -**
"Marketing to Women: A New Economic Force"

9:15 a.m. Discussion

9:50 a.m. Tea & Coffee

10:30 a.m. **Dr Susan Rose, Henley Business School -**
"Branding in the New Media Age: The Impacts of Web 2 and Social Networking"

11:10 a.m. Discussion

11:45 a.m. **John Castagno, Product Development & Marketing Director, Cardif Pinnacle -**
"Payment Protection Insurance (PPI): A Product with an Image Problem?"

12:25 p.m. Discussion

1:00 p.m. Lunch – *Restaurant*

2:00 p.m. **Christopher Watney, Head of Brand, Churchill -**
"Beyond Advertising - Building the Brand that Likes to Say 'Oh Yes!'"

2:40 p.m. Discussion

3:15 p.m. Close – Helen Crofts

3:20 p.m. Tea & Coffee