

# echo SUMMIT

**VENUE:**

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London  
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United Kingdom

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The nearest public car park is at the Hilton Hotel or Park Lane NCP.

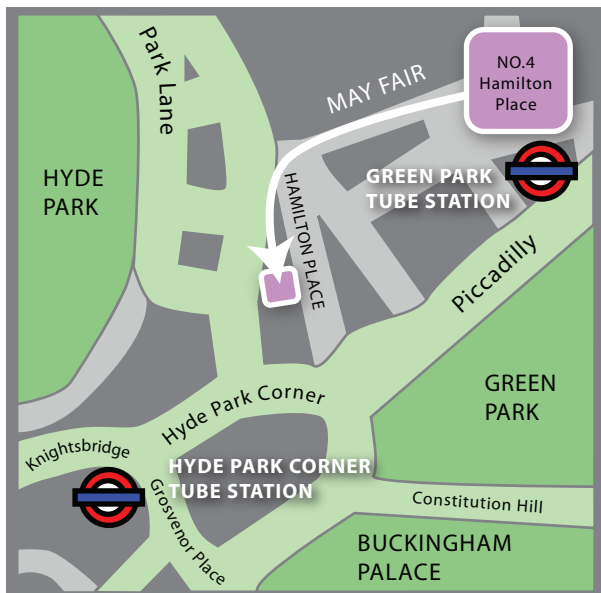
**DIRECTIONS:**

**Directions from Hyde Park Corner Tube**

Nearest tube is Hyde Park Corner (three minutes away) - Piccadilly Line. Follow the yellow arrows marked 'Park Lane Subway Exit 2'; this will take you to the central island; walk straight on and turn down the stairs. Follow signs for 'Piccadilly' through the subway; turn right at the T-Junction and exit the subway via the stairs facing you. Walk along Piccadilly keeping the Intercontinental Hotel on your left hand side. Hamilton Place is the first turning on the left. No.4 is the first building after the hotel.

**Directions from Green Park Tube**

Green Park Tube is a five minute walk away - Piccadilly, Jubilee and Victoria Lines. Walk towards Hyde Park Corner, with Green Park on your left. Hamilton Place is the last turning on the right, just beyond the Hard Rock Cafe.



**PROGRAMME:**

**Chair: Paul Holmes, The Holmes Report**

**2.00-2.30 pm: Registration, tea / coffee - Council Foyer**

**2.30 pm - Bill Boeing Lecture Theatre  
A rising tide: reputation, trust, relationships**

Sandra Macleod, Group CEO and  
Dr David Michaelson, President, Echo Inc

**3.00 pm  
Mapping the way: from a solid tradition and early adopters**

Vadim Saveliev, Senior Vice President Public Relations, SeverStal

**3.30 pm  
On the journey of discovery for competitive advantage:  
a CEO's perspective**

Rita Clifton, Chair of Interbrand, MRS

**4.00 pm coffee / tea break - Council Room**

**4.30 pm  
The uncharted territory: Social media and new trends on  
what's ahead**

Bob Pearson, President of the Blog Council and Chief Technology  
Officer, WeissCom  
Alec Howe, Founder, BreakingTrends

**5.20 pm  
Altering course: ensuring organizations become fit for a new,  
global purpose**

Adam Leach, Chief Executive, International Business Leaders Forum

**6.00 pm Wrap up & Close**

**Until 9 pm Networking reception - Argyll Room**