



INVITATION

THE 2018 echo SUMMIT

PURPOSE, INNOVATION AND TRANSFORMATION

Tuesday 13th November 2018

3.00pm to 6.30pm followed by a networking reception until 8.00pm

Prince Philip House, 3 Carlton House Terrace, London, SW1Y 5DG

In these fast-changing and challenging times, purpose, innovation and transformation are essential ingredients for sustainable success.

Please join us for this special by-invitation only afternoon event, gathering recognised leaders to share their experiences and insights into supporting change ahead, with managing reputation at its core.

Echo is delighted to continue its proud tradition of hosting summits to address the latest thinking, practice and challenges on reputation management for our clients and like-minded professionals from industry, government and academia to share and explore.

This year, with kind support from Russell Reynolds Associates, we are particularly honoured to welcome the following speakers:

- **Ian Davis**, Chairman of Rolls-Royce
- **Sue Garrard**, former EVP for Sustainable Business Development and Communications of Unilever
- **Professor Kevin Money**, Henley Business School
- **Geoff Morrell**, Group Head of Communications & External Affairs, BP
- **Sally Osman**, Director, Royal Communications
- **Matt Peacock**, International Business Adviser
- **Chantal Tregear**, Corporate Affairs & Communications Practice, Russell Reynolds Associates
- **Paul Walsh**, Chairman of Compass Group, and several times winner of Britain's Most Admired Companies and Leaders

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PROGRAMME

- 3.00pm** Registration
- 3.30pm** Welcome by _____, Group CEO, Echo Research
- 3.40pm** DRIVING REPUTATION, TRANSFORMATION AND CULTURE IN THE BOARD ROOM
- _____, Chairman, Rolls-Royce
- 4.00pm** THE ROLE OF COMMUNICATIONS WITH THE EXECUTIVE AND BOARD DURING TIMES OF CHANGE
- Sandra Macleod in conversation with _____, Group Head of Communications
& External Affairs, BP
- 4.20pm** THE RECIPE FOR LEADERSHIP AND INNOVATION - _____, Chairman of Compass Group,
and several times winner of Britain's Most Admired Companies and Leaders
- 4.40pm** Panel Q&A
- 5.00pm** Break
- 5.15pm** THE PURSUIT OF PURPOSE - _____, Henley Business School, and
_____, International Business Adviser
- 5.40pm** SUSTAINABILITY AND TRANSFORMATION - _____ former EVP for Sustainable Business
Development and Communications of Unilever, in conversation with _____,
Corporate Affairs & Communications Practice, Russell Reynolds Associates
- 6.00pm** 21ST CENTURY MONARCHY – RELEVANCE, REPUTATION AND VALUE - _____, Director,
Royal Communications
- 6.20pm** Panel Q&A
- 6.30pm** Close of Summit
- 6.30pm** Networking Reception
- 8.00pm** Close

