

INVITATION

THE 2019 echo SUMMIT



POPULISM V CAPITALISM — BUSINESS AS A FORCE FOR GOOD?

Tuesday 10th September 2019

2.00pm to 6.30pm followed by a networking reception until 7.30pm

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

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.

Whether down to policy failures, unfettered globalisation, digital disruption, changing expectations, growing inequalities and rising mistrust, undeniably the pressure is mounting on business and regulators alike to re-think, re-set and re-engage for a better world.

Please join us for this special by-invitation only afternoon event, gathering international leaders to share their experiences and insights into reshaping a better future.

This year we are particularly honoured to welcome the following speakers:

- **Sir John Parker GBE**, FEng, Chairman of Pennon Group and Laing O'Rourke and author of 'View from the Bridge'
- **Jenny Scott**, Founding Partner Apella, former Advisor to the Bank of England
- **Amanda Mackenzie OBE**, CEO, Business in the Community
- **Philip Thomas**, President, Ascential Events and Chairman, Cannes Lions
- **Jyoti Banerjee**, Partner, Fronesis
- **Seyi Akiwowo**, Founder and Executive Director, Glitch
- **Kate Bassett**, Head of Content, Management Today
- **Paul Pomroy**, CEO, McDonald's UK&I
- **Su-Mei Thompson**, CEO, Media Trust
- **Homaid Al Shimmari**, Deputy Group CEO Chief Corporate & Human Capital Officer, Mubadala
- **Ella Robertson**, Managing Director, One Young World
- **Jonathan Harper**, Global Partner, Spencer Stuart

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PROGRAMME

14h00 Registration

14h30 ***Welcome. Present tense – where are we now?***

- **Sandra Macleod**, Group CEO, Echo Research

Global perspectives across media, consumers and business leaders on capitalism, the role of business and drivers of reputation that matter.

14h45 ***Responsible business and boards – how are we doing?***

- **Sir John Parker GBE**, FREng, Chairman of Pennon Group and Laing O'Rourke and author of 'View from the Bridge'
- **Jonathan Harper**, Global Partner, Spencer Stuart

15h15 ***Dancing with elephants - can industry embrace change?*** - a panel discussion

- **Amanda Mackenzie OBE**, CEO, Business in the Community
- **Jyoti Banerjee**, Founder of Fronesys
- **Jenny Scott**, Founding Partner Apella, former Advisor to the Bank of England

If capitalism has produced a deeply flawed world, what is the solution? Are there other models that are working well? Are businesses playing at the edges of solutions or are they really changing for the better? Why aren't more companies purpose led? What will it take to mainstream new models of capitalism?

15h45 From one of the world's leading sovereign wealth funds, ***Perspectives on adding value and investing for the nation***

- **Homaid Al Shimmari**, Deputy Group CEO and Chief Corporate & Human Capital Officer, Mubadala
- Mubadala works in over 30 countries across 15 sectors to create sustainable economic impact in its communities, from a journey that starts in Abu Dhabi and stretches across five of the world's continents. Hear how it's done by putting people first.

16h15 Networking break

16h45 ***On the menu: acting locally, thinking globally, driving change – essential ingredients from one of Britain's Most Admired Companies***

- **Paul Pomroy**, CEO, McDonald's UK&I
- **Kate Bassett**, Head of Content, Management Today

The boss of McDonald's UK&I, Paul Pomroy oversees the constant evolution of one of the world's most famous brands. Named one of Britain's Most Admired Companies, the business has seen more than 12 years of growth and continues to buck the trends that many are experiencing on the high street. Paul tells us how the company has transformed over the last decade, and the organisation's recipe for success.

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17h15 *We are all activists now – should brands engage with Extinction Rebellion and if so how?*

- **Su-Mei Thompson**, CEO, Media Trust
- **Philip Thomas**, President, Ascential Events and Chairman, Cannes Lions

As trust in institutions continues to erode, we are seeing a surge in collective action and mass protests by the likes of Extinction Rebellion putting brands under pressure to go beyond surface purpose to speak up on issues and demonstrate how they are driving environmental and social change. But how can brands avoid being criticised for cynical woke-washing, how much engagement with NGOs and activist groups is appropriate, and what do we need to do to ensure that rather than stoking divisions, media and marketing are a force for good and social cohesion.

17h45 *Future perfect – a call to action*

- **Seyi Akiwowo**, Founder and Executive Director, Glitch
- **Ella Robertson**, Managing Director, One Young World

At the heart of every global threat is a failure of leadership and a lack of duty of care. This new generation is the most informed, most educated, most connected generation in human history. Providing Digital Citizenship workshop to Digital Resilience Training, Glitch was founded in 2017 by Seyi Akiwowo, after she faced online abuse when a video of her speech at the European Parliament went viral. One Young World identifies, promotes and connects the world's most impactful young leaders to create a better world, with more responsible, more effective leadership. Hear how these two young leaders are hoping to make a better future through greater Awareness, Advocacy and Action, and what role each of us can play.

18h15 Wrap up and close of summit

18h30 Networking reception

19h30 Close

SPEAKERS



Sandra Macleod

An Expert Witness in Reputation and cited as 'among the 100 most influential people in PR', Sandra is Group CEO of Echo Research and Director of Reputation Dividend. Founder of the Internal Association of Measurement & Evaluation Companies (amec), Sandra has been Trustee and Board Member of the Arthur W Page Society, the Institute of Public Relations, the International Business Leaders Forum (IBLF), and University of Oxford's Public Affairs Advisory Group. Sandra is recipient of the 2018 Page Distinguished Service Award.



Sir John Parker GBE

Sir John Parker has served as CEO, Chairman or Non-Executive Director in major UK and overseas companies. He is currently Chairman of Pennon Group plc and Laing O'Rourke Group, a Non-Executive Director of Carnival Corporation and Senior Advisor to Spencer Stuart. He was Knighted in the New Year's Honours List in 2001 for services to Shipbuilding and the Defence Industries and was appointed GBE in the Queen's Birthday Honours 2012 for services to Industry and the Voluntary Sector.



Jenny Scott

A founder partner of Apella Advisors, Jenny was formerly Executive Director of Communications at the Bank of England and co-lead for Bank-wide strategy. An Advisor to the Governor, she sat on the Bank's executive committee and risk committee. Before joining the Bank, Jenny was economics and politics correspondent for the BBC and presenter of the Daily Politics. Jenny is a Trustee of Pro Bono Economics.



Amanda Mackenzie OBE

Amanda Mackenzie is the Chief Executive of Business in the Community - The Prince's Responsible Business Network - which aims to create healthy communities with successful business at their heart. Previously, Amanda was a member of Aviva's Group Executive for over 8 years as CMO and joined Aviva to change its name from Norwich Union. Amanda has over 25 years of commercial experience, including director roles at British Airways Airmiles, BT and British Gas. She is a non-executive director of Lloyds Banking Group.



Philip Thomas

Philip Thomas is President of Ascential Events, the parent company of Cannes Lions International Festival of Creativity and its associated Festivals, Money2020 and WARC. He is also Chairman of Cannes Lions, having been CEO of Lions Festivals for ten years between 2006 and 2016. Previously, Philip was Managing Director of FHM worldwide and Emap's Australian and South East Asian division. Philip is a Non-Executive Trustee of the charity Malaria No More and was cited as one the Agents of Change for Gender Equality by Management Today.

SPEAKERS



Jyoti Banerjee

Jyoti was part of the team that created the integrated reporting movement. An impact investor for 18 years, he is on the investment committee of Ibex, an impact fund. As an entrepreneur, he was involved in four start-ups, and taught a course on Tech Entrepreneurship at Saïd Business School, University of Oxford. He recently contributed a chapter to the Oxford Handbook for Food, Water and Society, titled Integrating Multi-capital Thinking into Business Decisions.



Seyi Akiwowo

Seyi Akiwowo is the Founder and Executive Director of Glitch, a young not-for-profit organisation determined to end online abuse through education, campaigns and advocacy. Seyi is this year's UK Digital Leader of the Year and in 2018, she was named Stylist Magazine's Woman of the Week. Seyi is Amnesty International's Human Rights Defender and has spoken all over the world including Washington DC, Istanbul and Geneva. Seyi was invited back to Geneva to present at the 38th United Nations Human Rights Council on online-gender based violence.



Kate Bassett

Kate has been a business journalist for the past 18 years, editing Real Business and freelancing for The Times, the Telegraph and the Financial Times. As the head of content for Management Today, you'll find her interviewing business leaders, commissioning columnists and directing the brand's main annual campaigns ranging from Britain's Most Admired Companies to the 35 Women Under 35 list. Last year she was named one of Campaign's 50 Trailblazers of the Future for her work championing diversity.



Paul Pomroy

Paul Pomroy was appointed Chief Executive Officer for McDonald's UK in February 2015. He has been a part of the UK Leadership Team, helping to drive the sustained success of the UK business, over the past decade involving a multi-million-pound restaurant transformation plan, Experience of the Future. His focus on investing in and backing McDonald's people, saw him shortlisted for HR Director's CEO of the Year in 2016, recognising his commitment to those that make the business a success.



Su-Mei Thompson

Su-Mei Thompson is Chief Executive of Media Trust which channels the creativity and skills of the media and creative industries to give charities, marginalised communities and young people a stronger voice. Su-Mei was previously CEO of The Women's Foundation in Hong Kong. She was also a Member of the Equal Opportunities Commission HK. She has been a Jury Member of Cannes Lions' Glass Lions Awards. She is a recipient of AmCham HK's Non-Profit Leader Award and PublicAffairAsia's Gold Standard Public Communicator Award.

SPEAKERS



Homaïd Al Shimmari

As Deputy Group CEO and Chief Corporate & Human Capital Officer, Homaïd oversees Mubadala's Human Capital, Business Services, Enterprise Technology Services, Government Affairs, and Construction Management Service divisions. Additionally, he serves as a member of Mubadala's Investment Committee and on the boards of several governmental, corporate and academic institutions.



Ella Robertson

Ella Robertson is the Managing Director of One Young World, the global forum for young leaders, and oversees the annual One Young World Summit. Ella recently founded W1 Debates which seeks to create robust but civilised discourse on foreign policy issues by hosting live debates and forums. Alongside this, Ella is the Co-Founder of the Sino-German Initiative, a new venture which will be running conferences and programs to increase the business and cultural relationships between Germany and China.



Jonathan Harper

Based in London, Jonathan Harper leads Spencer Stuart's global Consumer Packaged Goods Practice. Jonathan is a specialist in global corporate affairs, having recruited CEOs for agencies and placed senior practitioners in communications, public affairs and corporate social responsibility roles across a range of FTSE 350, Eurofirst 200 and Fortune 500 companies. Jonathan speaks English, French and German and has lived and worked in France, Central and Eastern Europe as well as Central Asia. Jonathan is also a member of Pancreatic Cancer UK's Development Advisory Board.