



WORSHIPFUL
COMPANY of
MARKETORS

MARKETORS ANNUAL CITY LECTURE

The Great Hall at Barts - November 17th 2009

Carnival of Light

Creating Loyalty Beyond Reason in the World Today

Kevin Roberts, Worldwide CEO, Saatchi & Saatchi

Date:
Tuesday November 17th
12:00-3:00pm

Dress: Lounge Suits & Livery
Badges

Venue:
The Great Hall at Barts
St Bartholomew's Hospital
West Smithfield, London
EC1A 7BE



The Great Hall at Bart's Hospital provides the stunning setting for this year's Annual City Lecture. Now in its 16th Year, the City Lecture is one of the focal points in the WCM's calendar. It promotes a greater understanding of marketing as a major force for economic and public benefit. In the past, the City Lecture has featured eminent speakers like Sir Martin Sorrell, Sir John Saxby and Lords Heseltine and Bilimoria.

This year, Kevin Roberts, Worldwide CEO of Saatchi & Saatchi and Executive in Residence at the Judge Business School, University of Cambridge, will explore the power of creativity, interactivity and sustainability to make a difference in today's fast-paced and financially challenging environment.

Well known and respected within the sector, New York based Kevin has a serious stake in the future of marketing and his agency has a history of fearlessly pushing the boundaries. He holds Honorary Professorships at three leading universities and has an Honorary Doctorate from the University of Waikato. He is a Board member of Telecom-New Zealand and Chairman of USA Rugby. He is the author of *Lovemarks: - The Future Beyond Brands (18 Languages)* and co-author of *Peak Performance: - Business Lessons from the world's top sports organisations*.

The City Lecture will start **at midday** with a finger buffet, wine and soft drinks and will finish after O&A at 3pm.



We are grateful to The Chartered Institute of Marketing for its continued support. We would also like to thank The London Chamber of Commerce and Industry Commercial Education Trust (which promotes commercial education to London businesses) for generously supporting this event, which will attract CPD points for CIM members. Our special partnership with these respected organisations helps make high value events such as these possible – **book now to secure your place**.



Each Marketor will be able to bring one guest. Bookings will be accepted on a first-come-first-served basis. You will receive a confirmation ticket which the CIM will recognise as evidence of attendance for CIM members to claim their CPD points.

Please allocate [] places (maximum of 2) for the Marketors' City Lecture. I enclose a cheque in the sum of £ (£ 20 /person) PAYABLE TO THE WORSHIPFUL COMPANY OF MARKETORS.

Name:

Guest name

Email (please write CLEARLY).....

Phone No.

Please tick [] if this is your first WCM event, enabling us to introduce you to fellow members.

Please list any dietary or access Requirements.....

Deadline: November 10th

Please reply to:

Liveryman Jane Wharam

**16 Cornwall Avenue, Byfleet,
West Byfleet, Surrey, KT14 7EX**

**Email:
janewharam@btinternet.com**

