

W A L P O L E

Walpole International Marketing Seminar
in association with Premier Tax Free
Tuesday 1st May 2018

- 8.30 – 8.50am *Coffee, Breakfast & registration*
- 8.55am **Walpole Welcome & Opening Remarks**
Helen Brocklebank, CEO Walpole and Charlotte Keesing, Director of International and Public Affairs, Walpole
- 9am **Keynote Presentation: The Changing Landscape of the International Shopper & How to React**
Rory O'Neill, Chief Marketing Officer, Premier Tax Free
- 9.20am **Presentation: Future Luxury Mindsets**
Ruth Marshall-Johnson, Client Director, The Future Laboratory
- 10am **Panel: Customer & Cultural Insights**
Rory O'Neill, Chief Marketing Officer, Premier Tax Free
Ruth Marshall-Johnson, Client Director, The Future Laboratory
Martin Summerscales, Head of Research, CBRE
Dr Hamish McPharlin, Head of Insight, BBC Global News
Moderator: Trevor Hardy, Outgoing CEO, The Future Laboratory
- 10.40 – 11am *Coffee break*
- 11am **Panel: Creating Effective International Campaigns**
Anne-Marie Verdin, Digital Marketing and Communications Director, Bicester Village
Michael Bonsor, Managing Director, Rosewood London
Tammy Smulders, President, Fashion & Luxury Group, Vice Media
Daniel Edelman, Vice President, Global Merchant Services Marketing Europe, American Express
Moderator: Charlotte Keesing, Director of International and Public Affairs, Walpole
- 11.40am **Panel: Asia Insight & The Traveling Chinese Customer**
Chloé Reuter, Founder and CEO, Reuter Communications & The Luxury Conversation
Aline Moulin-Conus, Founder, E-notam
Michael Ward, Managing Director, Harrods and Chairman, Walpole
Rory O'Neill, Chief Marketing Officer, Premier Tax Free
Katie Thomas, Associate Director, Bond Street & Mayfair Group
Moderator: Charlotte Keesing, Director of International and Public Affairs, Walpole
- 12.30pm **Keynote Presentation: Felt Not Spoken – Identifying the Unique Qualities of British Luxury**
Laura Tan & Clare Styles, Founding Partners, Notable
- 12.45pm **Panel: Soft Power and Communicating Britishness Effectively**
Laura Tan, Founding Partner, Notable
Roja Dove, Perfumer, Roja Parfums
Julia Record, Global Director of Communications, Dorchester Collection
Moderator: Allyson Stewart Allen, Founder and CEO - International Marketing Partners
- 1.15pm *Final thoughts & Lunch*