

W A L P O L E

The Art of
British Luxury Hospitality

Tuesday 22nd October 2019
The Whitby Hotel, 18 W 56th St,
New York



Philip Barnes, Regional Vice President & Managing Director, The Savoy

Philip Barnes boasts a four-decade hotel career that has seen him work across five continents in some of the world’s most sought after destinations and hotels. He joined The Savoy in November 2016 from his former position as Regional Vice President, Pacific Northwest Region and General Manager, Fairmont Pacific Rim in Vancouver. Under his current remit, he leads the strategic direction of this globally-renowned luxury hotel, with wider responsibility for Fairmont St Andrews, Sofitel London St James, and The Raffles Hotel London, slated to open in 2022. Under Phil’s guidance, The Savoy has undergone a shift in culture and positioning over the last two years with the objective to disperse any sense of formality that borders on the side of ‘stiffness’, and to drive this 130-year old beacon of luxury hospitality into the next 130 years with a reputation for excellence and innovation.

Iain Beaumont, Events Director, Cowdray

Having graduated from the University of Edinburgh and subsequently commissioning into the Royal Tank Regiment, Iain Beaumont hung up his uniform and joined Morgan Stanley as a Director within their EMEA Divisional Management Group. On leaving the City, Iain was appointed as General Manager at Cotehele in SE Cornwall; a 1,300 acre National Trust estate attracting over 250,000 visitors each year to the house and wider grounds. Iain is currently the Director of Events at Cowdray, a 16,500 acre diversified estate set in the heart of the South Downs National Park. As part of his remit Iain is responsible for Cowdray House, an exquisite ancestral home catering for private celebrations and corporate gatherings within the UHNW market. During his tenure the business has grown and is continually diversifying to offer guests the most intimate and quintessentially British experience.

Helen Brocklebank, Chief Executive Officer, Walpole

Helen Brocklebank is Walpole’s Chief Executive. Helen is a specialist in luxury media brands, building her career at Esquire and Harper’s Bazaar. During her ten year tenure, Helen founded the highly successful, multi-platform brand extension ‘Bazaar At Work’ for Omega and created enduring content partnerships with iconic brands including Bentley’s sponsorship of Bazaar Art and Esquire’s Man at the Top for Glenmorangie. She delivered further high-profile projects with Dior, Selfridges, Harvey Nichols, Moët et Chandon, Rémy Martin, Wedgwood, and Hermès.

Arnaud Champenois, Senior VP Global Brand & Marketing, Belmond

Arnaud Champenois has over 20-years of experience in leading brands, marketing and communication in the luxury goods and services sector. He joined Belmond in 2016 from Starwood Hotels and Resorts where he held the position of Vice President, Brand Director for Asia Pacific since 2011. Prior to that, Arnaud was Regional ASEAN Brand Director for various brands such as Biotherm, Ralph Lauren, Giorgio Armani and Yves Saint Laurent at L’Oréal Luxury Products Division.

Cara David, Managing Partner, YouGov Affluent Perspective

As a seasoned expert with over 30 years of experience in the affluent lifestyle sector, Cara David is a managing partner at YouGov. There, Cara operates the management and business development for YouGov’s Affluent Perspective, which includes the Affluent Perspective Global Study and custom research solutions for leading brands serving the global affluent population. For ten years, Cara directed the Survey of Affluence & Wealth, which she co-founded with Dr. Jim Taylor. Previously, Cara was Senior Vice President, Corporate Marketing & Integrated Media, at American Express Publishing (AEP).

Edward Davies, Managing Director, G.A Design, London

Edward Davies is Managing Director of G.A Design, London, one of the leading hospitality interior design practices worldwide. Edward originally trained in Industrial Design & Technology at Brunel University, starting out as a designer for Sony Playstation, before choosing a career in interior design. Edward joined G.A in 2003 and since then has worked on a number of international luxury hotel projects including the award-winning St. Pancras Renaissance Hotel, London, and Corinthia Hotel London.

Sarah Evans, Partner, J Public Relations

Sarah Evans is one of the most powerful names in the public relations world, having built J Public Relations into a bi-costal force with global reach, with offices in New York City, London, Toronto, Los Angeles and San Diego. Sarah’s 360 worldview of the travel industry, social media and traditional public relations coupled with her deep breadth of luxury lifestyle and branding knowledge, has set JPR on a higher plane from the gates, and today, that insider status remains the cornerstone of the powerhouse agency. Her repertoire of top-tier clients includes 20 Ritz-Carlton hotels, Jumeirah Hotels & Resorts, Relais & Châteaux Hotels, Iconic Hotels and many independent hotels worldwide.

Anna Gereg, Business Director, Spring Studios

Anna Gereg is the award-winning Business Director of Spring, London. Her strong client relationships, cultivated whilst working in senior positions at leading digital and integrated advertising agencies, are the foundation of long-term Spring clients such as Bucherer, Farfetch, myTheresa and Atelier Swarovski among others. Over the past 15 years she has created omni-channel campaigns, accelerating the business growth of a number of iconic global brands. Her integrated approach to digital, social and traditional marketing combined with broad luxury, fashion, beauty and hospitality expertise means that she is a trusted and respected industry figure.

Jacqueline Gifford, Editor in Chief, Travel + Leisure

Jacqueline Gifford is Editor in Chief of Travel + Leisure, the only monthly travel magazine in the United States. Travel + Leisure is the preeminent voice for the sophisticated traveller, delivering immersive

photography, smart service journalism, and compelling narrative storytelling to its loyal audience. Gifford was named Editor in Chief of Travel + Leisure in November 2018. Most recently, she was Travel + Leisure’s Travel Director, and has held various senior editorial positions since she joined the brand in 2013.

Gavin Landry, Executive Vice President Americas, VisitBritain

In 1995, Gavin joined the Saratoga Convention and Tourism Bureau as President, a post he held for 12 years. During that time, the 9/11 tragedy occurred and Gavin was elected by his peers to lead a Tourism Recovery Program for New York State in a volunteer role, President of the NYS Association of Convention and Visitors Bureaus. In 2013, Gavin became Executive Director of Tourism for New York State, leading the iconic I LOVE NY program, growing the investment in I LOVE NY from \$9 million to nearly \$80 million, making it one of the largest government funded tourism programmes in America. Gavin became Executive Vice President/ Director, The Americas at VisitBritain in 2017.

Charlotte Keesing, Director, Walpole

Charlotte Keesing is a Director at Walpole with responsibilities including Corporate Affairs & International working closely with the CEO across all business activities. In her 13 years at Walpole Charlotte has developed the programme of events and networking activities, developed the communications strategy, driven membership engagement to create an active community of British luxury brands, was instrumental in the development and launch of three highly successful mentorship programmes including Brands of Tomorrow, CRAFTED and a partnership with London Business School as well establishing a programme of research including the industry’s first UK luxury economic impact study.

Thomas Kochs, Managing Director, Corinthia London

In May 2017 Thomas began his tenure as Managing Director at Corinthia London where he is responsible for managing the company’s flagship property. Since joining, Corinthia London has seen several impactful changes. Thomas has worked with Michelin-starred chef, Tom Kerridge, to launch his first London restaurant, Kerridge’s Bar & Grill. Additionally, Thomas oversaw the complete relaunch of the hotel’s afternoon tea. Thomas appointed new Executive Chef, André Garrett to relaunch The Northall restaurant. Prior to joining Corinthia London, Thomas was Managing Director at Hotel Café Royal. Preceding this, Thomas worked for Maybourne Hotel Group, in key roles including Food & Beverage Director, Hotel Manager and General Manager at Claridge’s.

Al MacCuish, Co-Founder and Chief Creative Officer, Sunshine

Al co-founded Sunshine in 2012 and is one of the industry’s leading experts on the power of brand storytelling. Over the past five years he has creatively led Gucci’s Chime for Change; the Skype Collaboration Project with Victoria Beckham; The Baileys Women’s Prize for Fiction partnership; Adidas Futurehouse

concept and BBC Earth’s Real Happiness Project. As Sunshine’s Creative Chairman, Al oversees all film, television, live events, design and brand ethos projects across Sunshine’s London and LA offices. Sunshine’s clients include Gucci, Balmain, Harrods, The Modist, Augustinus Bader and Zalando. He is a board director of the London Philharmonic Orchestra.

Clare Risman, Head of Marketing, Department for International Trade and Head of GREAT campaign

Clare Risman is Head of the GREAT Britain campaign for North America and the Department for International Trade’s Head of Marketing for the region. Her team is tasked with raising the positive perception of the UK in the US and Canada, supporting British exporters wanting to grow their profile and attracting potential investors to the UK. Her role enables her to work with many amazing British brands, institutions and organisations. Clare has just finished leading the Red Arrows record-breaking 11 week tour of North America.

Jancis Robinson OBE, Wine Editor, Financial Times

Voted world’s most influential wine critic in polls in the US, France and internationally in 2018, Jancis Robinson views herself as a wine writer rather than a wine critic. She writes daily for JancisRobinson.com and weekly for the Financial Times. Her books include The World Atlas of Wine co-authored with Hugh Johnson, The Oxford Companion to Wine, Wine Grapes and The 24-Hour Wine Expert. In 2003 she was awarded an OBE by Her Majesty the Queen, on whose cellar she now advises. In April 2016 she was presented with France’s Officier du Mérite Agricole, the German VDP’s highest honour, and her fourth James Beard Award.

Adam Sebba, CEO, Cookson Adventures

Adam Sebba has a broad operating background in luxury including fashion, premium spirits and travel. As Chief Executive of Cookson Adventures, he has steered the company to become the market leading luxury adventure travel brand at a time when experiential travel is a prevalent and growing trend among UHNWs. Before joining Cookson, he worked for management consultancy firm AlixPartners and worked for multiple private equity backed businesses and public companies. He left to run the luxury fashion brand Antonio Berardi, and then joined Diageo’s venture capital arm Distill Ventures as an investment director, where he advised several premium and high growth brands.

Annastasia Seebohm, Group CEO, Quintessentially

Annastasia Seebohm is the Group CEO of Quintessentially, the global luxury lifestyle group. Today, the Group’s revenues exceed \$100 million, with a team of 1,000 employees and 60 offices worldwide. Annastasia is an authority on the lifestyle industry and luxury market, and has been featured in Business Insider, Harper’s Bazaar, Forbes, The Evening Standard and HuffPost amongst others. She has spoken on panels for the FT How To Spend It, and

appeared at summits such as Worth’s ‘Women and Worth’. In 2018, Annastasia was included in Luxury Daily’s ‘Women to Watch 2018’ list, honouring 25 smart women executives who show the potential to make a difference in the world of luxury.

Steve Smotrys, Vice President of Sales, Cunard Line - North America

Steve Smotrys, Vice President of Sales for Cunard North America. In his 19 years in the cruises industry, Steve has led teams in various areas such as Market Planning, Revenue Management and Shore Excursions before coming over to Sales. Steve is passionate about sharing the brand story and likes to say that with Cunard there is always a great story to be told or written. His own goes back to his Senior Prom which was on the Queen Mary in Long Beach, CA. So you could say he was destined to represent the brand.

Andrew Stembridge, Executive Director, Iconic Luxury Hotels

With over 30 years of international experience in the hospitality industry, Andrew Stembridge is the driving force and strategic vision behind Iconic Luxury Hotels, a small collection of owned and managed hotels, which includes: Chewton Glen, Cliveden, The Lygon Arms and 11 Cadogan Gardens – all very individual, award winning, owned and managed hotels, falling under the wider L+R Hotels portfolio. Stembridge first joined the L+R Hotels’ team in 2006 as incumbent Managing Director of Chewton Glen, with the subsequent addition of Cliveden, The Lygon Arms and 11 Cadogan Gardens. The properties continue to garner international and national awards including: England’s ‘AA Hotel of the Year 2019’ for Chewton Glen, who were also awarded the title of the ‘Best UK Spa Hotel’ by Condé Nast Traveller. Travel & Leisure recognised Chewton Glen and Cliveden in their ‘Top 10 Resort Hotels in the UK’ and World Travel Awards 2019 named Cliveden as ‘England’s Leading Country House Hotel’.

Laura Tan, Co-Founder & Strategy Director, Notable

Laura Tan is Partner and Strategy Director of Notable, an agency specialising in luxury and premium brands. Prior to founding Notable, Laura was Head of Strategy at the leading global brand agency, Brand Union (now Superunion), where she was part of the Management Team and led the Strategy for clients such as Jaguar Land Rover, Shangri-La hotels and Vodafone. Laura has a multi-disciplinary and international marketing background. Over her 15 years in the industry, she has worked for renowned agencies such as Ogilvy, Hill and Knowlton, JWT and Digit, in the UK, US and China.

Frazer Thompson, Chief Executive Officer, Chapel Down

Frazer Thompson is Chief Executive Officer of Chapel Down Group plc, England’s largest wine producer. Frazer graduated in 1981 and, as a former rugby player, soon wound up in beer at Whitbread. At the age of 29, having co-led a team to acquire and integrate the Boddingtons brand and develop a highly successful strategy in real ale, he was made a director of

Whitbread plc. He was poached by Heineken NV in 1995 to become Global Brand Director for the Heineken trademark before taking up the challenge of CEO of Chapel Down, an English winemaker, in November 2001. Since then he has listed the company and created a much awarded and valuable business with a thriving tourism trade and a market value of £125 million.

Kara Trokey, Vice President, Global Travel Marketing, American Express

Kara Trokey is the Vice President of Global Travel Marketing for American Express Travel. In this role, Kara oversees both the American Express Travel Customer Marketing and Brand & Programme Marketing teams, who are responsible for designing and delivering marketing strategies that will inspire Card Members globally to engage with our travel benefits, services and partners. With 15 years of experience at American Express, Kara has held a variety of marketing and product management roles in both the consumer and small business Card organizations, spanning the customer lifecycle from acquisition to retention. She was instrumental in driving a collection of initiatives to deliver efficiency and innovation to American Express’ marketing processes.

Michael Ward, Managing Director, Harrods and Chairman, Walpole

As Managing Director of Harrods, Michael Ward has one of the most influential and exciting roles in luxury retail. Since joining the business in 2005, he has embarked on a programme of significant business development, enabling Harrods to become the unrivalled and extremely successful retail model it is today. Michael began his career in chartered accountancy, training originally with Ernst & Young in 1980, before taking his first Group Finance Director position at Bassett Food PLC in 1986 and gaining an MBA during this time. He was then appointed Group Finance Director of H.P. Bulmer Holdings PLC. Retail beckoned and in 1994, Michael took up the post of Managing Director of Lloyds Chemist PLC, later joining other retailers Celesio AG and Apax Partners, before joining Harrods. Michael has been on the board of Walpole since 2012, and was appointed Chairman in 2016.

Kimberly Wilson Wetty, Co-Owner and Co President, Valerie Wilson Travel

Since joining Valerie Wilson Travel 24 years ago, Kimberly Wilson Wetty has become an award-winning travel expert and a force in the travel industry. Now, as Co-Owner & Co-President, she oversees the Leisure Division, Marketing and brand strategy, as well as VWT’s membership in Virtuoso®. She has played an integral and strategic role in the growth of VWT, which now has offices across the United States and a network of over 315 Advisors and Associates. Renowned for her extensive travel expertise, Kimberly has been awarded many honours in the industry, including Virtuoso® Cruise Ambassador of the Year, Family Travel Specialist on the Travel + Leisure A-List and the Most Innovative Advisor Award from Virtuoso®. She currently sits on Travel + Leisure’s Travel Advisory Board and the Virtuoso® Marketing Advisory Board.

THE ART OF BRITISH LUXURY HOSPITALITY

TUESDAY OCTOBER 22ND 2019

8.30am

Continental breakfast will be served

9am

Welcome and Overview: **Helen Brocklebank**, CEO, Walpole and **Charlotte Keesing**, Director, Walpole & Summit Chair

Keynote: Gavin Landry,

Executive Vice President Americas, VisitBritain

9.10am

The Affluent American Consumer

Presented by **Cara David**, Managing Partner, YouGov Affluent Perspective

9.30am

The Art British Luxury Hospitality

The US launch of a newly commissioned report focusing on the unique qualities of British luxury and the key trends to watch. Commissioned by Walpole and presented by **Laura Tan**, Partner & Strategy Director, Notable.

9.45am

Staying Relevant

Panel discussion with leaders from the fields of retail, design and hospitality. Moderated by **Charlotte Keesing**, Walpole.
Edward Davies, Managing Director, G.A Design, London
Thomas Kochs, Managing Director, The Corinthia London
Adam Sebba, Chief Executive, Cookson Adventures
Michael Ward, Managing Director, Harrods and Chairman, Walpole

10.20am

Refreshments

10.40am

What Matters to Gen Z?

Attracting the Next Generation of Luxury Customer.
Presented by **Al MacCuish**, Co-Founder & Creative Chairman, Sunshine and produced in partnership with Lucid

10.55am

Do Brands Matter? The Importance of Capturing the Imagination Through the Brand

Moderated by **Kimberly Wilson Wetty**, Co-Owner and Co-President Valerie Wilson Travel

Philip Barnes, Regional Vice President & Managing Director, The Savoy

Arnaud Champenois, Senior Vice President Global Brand & Marketing, Belmond

Steve Smotrys, Vice President of Sales, Cunard Line - North America
Clare Risman, Head of Marketing, Department for International Trade and Head of GREAT campaign (North America)

11.30am

The Digital Drive – How are Luxury Consumers influenced by digital marketing?

Sarah Evans, Partner, J Public Relations

Anna Gereg, Business Director, Spring Studios

12.00pm

In Conversation – The Rise of English Wines

Jancis Robinson OBE, Wine Editor, Financial Times
Frazer Thompson, Chief Executive Officer, Chapel Down

12.20pm

From the Editor's chair – Jacqueline Gifford, Editor in Chief Travel + Leisure discusses Tourism Trends

Iain Beaumont, Events Director, Cowdray

Annastasia Seebohm, Group CEO, Quintessentially

Andrew Stembridge, Executive Director, Iconic Luxury Hotels

Kara Trokey, Vice President, Global Travel Marketing, American Express

12.55pm

Sum up – Charlotte Keesing, Director, Walpole

Walpole would like to thank

**STRATEGIC
VISION** 

QUINTESSENTIALLY

ESTD 1934
ETTINGER
LONDON