

Luxury Briefing

THE 2006 CONFERENCE

THIS IS LUXURY – 2007: A wake up call RESPONSIBLE LUXURY

AGENDA FOR TUESDAY 14th NOVEMBER 2006 The May Fair Hotel, Stratton Street, London W1

8.45 - 9.15	Arrival & coffee
9.15 - 9.20	Welcome by James Ogilvy , Publisher, <i>Luxury Briefing</i>
9.20 - 9.50	① <i>New luxury – new responsibility</i> Chris Sanderson and Martin Raymond , Founders, The Future Laboratory
9.50 - 10.20	② <i>Changing the world</i> Julia Hailes MBE , Sustainability Consultant & Author, the forthcoming New Green Consumer Guide
10.20 - 10.50	③ <i>Seeing Red – American Express Red</i> Laurel Powers-Freeling , SVP, UK, Head of Consumer Products, American Express
10.50 - 11.10	Coffee
11.10 - 11.50	④ <i>PRESS PANEL – The media view</i> Jo Fairley , Journalist and Founder, Green & Black Jeremy Langmead , Editor, Wallpaper Sarah Miller , Editor, Condé Nast Traveller <i>Moderated by Giles Gibbons, Founder, Good Business</i>
11.50 - 12.20	⑤ <i>Luxury in the digital age: the need to engage</i> Timothy Ryan , Director, Brand Marketing, AOL
12.20 - 12.50	⑥ <i>New beginnings</i> Jeffrey Miller , <i>Luxury Briefing's</i> New York columnist, <i>Counterspin</i>
12.50 - 2.20	Drinks followed by a low-mileage lunch
2.20 - 2.50	⑦ <i>Luxury– from excess to philanthropy</i> Serge Dive , Founder of ILTM and Beyond Luxury
2.50 - 3.15	⑧ <i>This is what I think</i> AA Gill , <i>Columnist</i> , Sunday Times (in conversation with James Ogilvy)
3.15 - 3.35	Afternoon tea
3.35 - 4.15	⑨ <i>PANEL – Walking the talk: making responsible luxury pay</i> Robert Calcraft , Founder, REN Cosmetics Roo Rogers , co-Founder, OZOcar Justin Francis , Founder, www.responsibletravel.com <i>Moderated by Mike Branson, Director, Pearlfisher</i>
4.15 - 4.45	⑩ <i>How to flaunt your Peacock's Tail in the new eco-system of luxury branding</i> Robin Wight , Chairman, Engine Group
4.45 - 4.55	⑪ <i>Luxury goody bag: 10 action points in 10 minutes to take home with you</i> Chris Sanderson and Martin Raymond , Founders, The Future Laboratory
4.55 - 5.00	Closing remarks by James Ogilvy , Publisher, <i>Luxury Briefing</i>
5.00 - 6.00	Reception with Champagne Ruinart