

# The 2007 Luxury Briefing Conference

## Web 2.0 *Are you on board?*

Wednesday 14th November 2007

*The May Fair Hotel, Stratton Street, London W1*

- 8.45 – 9.15      Arrival & coffee
- 9.15 – 9.20      Welcome by James Ogilvy, Publisher, Luxury Briefing
- 9.20 – 9.40      *Where are we now? The facts and figures of luxury online*  
**James Lawson & Marc Cohen, Founders, Ledbury Research**
- 9.40 – 10.10      *Wake up! Do you really know what is happening on Web 2.0?*  
**Saul Klein (ex-VP, Skype), Partner, Index Ventures with  
Bec Clarke, CEO, astleyclarke.com  
Miriam Lahage, CEO, Koodos.com  
Mattias Miksche, CEO, Stardoll.com**
- 10.10 – 10.40      *Selling an experience off the screen: why hotels (and others) are missing a trick*  
**Claus Sendlinger, CEO & President, Design Hotels**
- 10.40 – 11.00      Coffee
- 11.00 – 11.35      **PANEL 1 – Putting the web to work**  
**FASHION: Jonathan Towle, Marketing Director, Paul Smith**  
**DESIGN: Chris Sharp, Chairman, The Rug Company**  
**JEWELLERY & WATCHES: Theo Fennell, Founder, Theo Fennell**  
*Moderated by Michel Gutsatz, Director, White Spirit*
- 11.35 – 12.05      *Why Web will soon be critical to business success online*  
**Brent Hoberman (Founder, LastMinute.com), Founder & Chairman, MyDeco.com**
- 12.05 – 12.35      *Humanity and cyberspace*  
**Jeffrey Miller, Luxury Briefing's New York columnist, Counterspin**
- 12.35 – 2.00      Drinks followed by lunch
- 2.00 – 2.30      *Why luxury brands aren't doing enough*  
**Tyler Brûlé, Founder and Editor-in-Chief, Monocle**
- 2.30 – 3.05      **PANEL 2 – The new Word of Mouth and why it is so critical for brands**  
**Amanda Gore, Founder, PSFK.com**  
**Jason Campbell, Founder and Editor-in-Chief, JCReport.com**  
**Tamara Heber-Percy, co-Founder, MrandMrsSmith.com**  
*Moderated by Michel Gutsatz, Director, White Spirit*
- 3.05 – 3.35      *How to engage the key influencers in a digitally-enabled world*  
**Dee Salomon, SVP, CondéNet.com**
- 3.35 – 3.55      Tea
- 3.55 – 4.25      *The secret of our success*  
**Natalie Massenet, Founder, Net-a-Porter.com**  
in conversation with James Ogilvy
- 4.25 – 4.55      *Luxury in denial – why luxury brands have to commit completely to the web*  
**Chris Sanderson and Tom Saviger, The Future Laboratory**
- 4.55 – 5.00      Closing remarks by James Ogilvy, Publisher, *Luxury Briefing*
- 5.00 – 6.00      Reception

This conference is kindly sponsored by McArthurGlen, the specialty retail developer

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