

The Luxury Briefing Conference 2011 Future Luxe: January 20-21 at The Royal Institution

HERE'S WHAT TO EXPECT

The 2011 Luxury Briefing Conference is following a feisty new format. We have constructed the programme as two half-days of **inspirational speaking** and **discussion**. We want every delegate to be able to take something **new** and **vital** away with them: a **spark**, a great new **idea**, the benefits of a bit of **time** and **space** and a welcome opportunity to think, **oxygen** to breathe, **key directions** to know about 'digital', perspectives from independent commentators on the way luxury will look in the **future**.

The Luxury Briefing Conference is also all about **networking**, so in recognition of this, we have injected some more time to have **fun**, to talk at greater length to **like-minds** in the industry, to meet some **independent, creative thinkers** and to enjoy a bit of **glitz** and **glam** (who wouldn't?), with dinner at **The Dorchester** and **Laurent-Perrier Champagne** flowing all evening.

For anyone with real sticking power, we'd love to take you on to the after-party – cocktails, **magic** and **music** all round.

We've had great fun putting all this together, using our 14 years' experience of organising this very successful event. Over this time, we have proved that the Luxury Briefing Conference is an event to be **trusted**. We can't wait to meet you on January 20. Places are now going fast, so don't delay.

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DAY 1: Thursday 20 January

12.15 – 2.15	Arrival, registration and networking lunch
2.15 – 2.20	Welcome by James Ogilvy , Founder, Luxury Briefing , and co-host Suzanne Aaronson , Founder, What's Worth It 
2.20 – 2.50	1 <i>Why luxury is still failing to embrace the digital world... and what it needs to do urgently</i> Kate Ancketill MD, GDR Creative Intelligence 
2.50 – 3.20	2 PLEASE BLOW MY MIND part 1 <i>A radical rethink about how luxury brands can really connect with customers</i> Marc Worth CEO, Stylus and Founder, WGSN 
3.20 – 3.40	Break
3.40 – 4.10	3 <i>The challenge of keeping luxury icons relevant in the 21st century</i> Gerry McGovern Design Director, Land Rover 
4.10 – 4.40	4 PANEL 1 <i>Travel & hospitality: how to manage one's reputation and target the luxury traveller, in the blogging age</i> Paul James , Global Brand Leader, St Regis Ori Kafri , Owner JK Place & JK Capri Alison Copus , VP Marketing, TripAdvisor Glen Donovan , MD, Earth London Moderated by Suzanne Aaronson 
4.40 – 5.00	Break
5.00 – 5.30	5 <i>Invention, innovation and why the game is changing for luxury brands</i> Matt Webb , MD & CTO, BERG Design 
5.30 – 6.15	6 PANEL 2 – <i>Luxury retailing: perspectives from three women with influence</i> Marigay McKee , Fashion & Beauty Director, Harrods Nadja Swarovski , Vice-President, Swarovski Ellie Patsalos , Vice-Chairman & Partner, Deloitte Moderated by Kate Reardon , Editor, Tatler 
7.00 – 8.00	Champagne Laurent-Perrier reception followed by...
8.00 – 10.00	Dinner at The Dorchester... Join the party!

DAY 2: Friday 21 January

9.00 – 9.15	Arrival & coffee
9.15 – 9.45	7 PLEASE BLOW MY MIND part 2 <i>Come and climb inside the customer's head</i> John Kearon Chief Juicer and Founder, Brainjuicer Group 
9.45 – 10.15	8 <i>Lessons we've learned since the crash</i> Dana Thomas , <i>Newsweek</i> columnist and author of <i>How Luxury Lost Its Lustre</i> 
10.15 – 10.30	Coffee break
10.30 – 11.00	9 <i>Is luxury absurd? The endgame for Incongruous Luxury in the 21st century</i> Jeffrey Miller <i>Luxury Briefing's</i> New York columnist 
11.00 – 11.30	10 <i>How to keep a good idea fresh</i> Nick Jones , CEO, Soho House <i>in conversation with James Ogilvy</i> 
11.30 – 11.50	Coffee break
11.50 – 12.20	11 PANEL 3 <i>The great media debate: the traditional vs the opinion-formers</i> Tiffanie Darke , Editor, Sunday Times Style Amber Atherton , online jeweller and blogger moderated by Danny Rogers , editor PR Week 
12.20 – 12.50	12 <i>Brave new world – the trends you must incorporate in your strategic thinking</i> Chris Sanderson & Martin Raymond , Founders The Future Laboratory 
12.50 – 12.55	Closing remarks by James Ogilvy, <i>Luxury Briefing</i>

Two half-days:

- Laurent-Perrier reception
- Dinner at The Dorchester
- Magic
- Music
- Co-hosted by James Ogilvy & Suzanne Aaronson

A BIT MORE ABOUT THE SPEAKERS

James Ogilvy founded *Luxury Briefing* 14 years ago as an intelligence report covering all sectors of the industry: it is still the only publication of its kind, and a trust brand in its own right. **Suzanne Aaronson** is an internationally-known tastemaker and lifestyle curator, founder of *Suzanne's Files* and *What's Worth It*; **Kate Ancketill** is a brilliant retail analyst; **Marc Worth** is a digital media genius; physicist **Matt Webb** invented, amongst other things, the publishing app for the i-pad; **Gerry McGovern** designs iconic cars; **Marigay McKee** is the charismatic fashion director at Harrods; **Nadja Swarovski** leads a world-class luxury brand; **Kate Reardon** is the newly-appointed editor of *Tatler* magazine; what **John Kearon** doesn't know about market research isn't worth knowing; **Dana Thomas**, *Newsweek* columnist, wrote the seminal book *How Luxury Lost Its Lustre*; **Jeffrey Miller** is *LB's* *Counterspin* columnist, an independent thinker, speaker and writer on luxury sans pareil; **Nick Jones** founded the *Soho House* empire, now global; **Tiffanie Darke** works at the pinnacle of the media that luxury companies need; **Chris Sanderson** and **Martin Raymond**, founders of *The Future Laboratory* and regular *LB* columnists, are the futurologists you need, to take your business forward.

Inspiration
Networking

Entertainment
Fun

The
luxury
briefing
conference

