



Oracle – agenda, delegate list & table plan

Topic: How does branding fit within your strategic plan?

Leading the debate:



Rolland Keane, Charles Russell

Rolland is the Marketing Director of Charles Russell, a leading City law firm with six offices across the south of England and Switzerland. He previously worked for Dechert LLP, one of the first US/UK law firm mergers, as its European Director of Marketing. Prior to this he spent 12 years in the accountancy sector in various marketing roles with Kidsons Impey (now Baker Tilly). He has also worked in industry for eight years, joining ICI direct from university in 1980.



Geoff Dodds, Geoff Dodds Consulting

Geoff is a brand, marketing and business development specialist who has managed global brands in blue-chip consumer goods, retail, professional and financial services organisations - most recently as Head of Brand at Lloyd's of London and Global Brand Director of PwC Consulting where he gained extensive management consulting experience.

Round the table:

- Stephen Goddard, Commercial Development Director, **Kester Cunningham John**
- Karen Hanson, Marketing Communications Manager, **Mills & Reeve**
- Tim Hill, Business Development Manager, **Taylor Vinters**
- Diana Johnson, Business Development Manager, **Prettys Solicitors**
- Cara Mclean, Head of Marketing, **N W Brown and Co.**
- Brigid MacDermott, Partner, **The Progressive Business Group**
- Janet Rudge, Marketing Manager, **Birketts Solicitors**
- Aaron Widdows, Partner, **PKF**
- Jonathan Younger, Marketing Director, **Hewitsons Solicitors**

Organisers:

- Maggie Taylor, Principal, **Prima PR & Marketing**
- Mandi Short, Partner, **The Progressive Business Group**

Running order:

12:00 – 12:15pm	Arrivals, drinks, meet and greet
12:15 - 12:30pm	Starters served and welcome - Maggie Taylor, Prima PR – followed by roundtable introductions
12:30 – 12:40pm	The law firm's perspective – Rolland Keane, Charles Russell
12:40 – 12:50pm	The brand consultant's perspective – Geoff Dodds, Geoff Dodds Consulting
12:50 – 1:40pm	Structured discussion over lunch
1:40 – 1:50pm	Summing up - Mandi Short, The Progressive Business Group
1:50 – 2:00pm	Photography outside (weather permitting)
2:00pm	Close

Round the table

Why and when to rebrand? - What is the reason, is there a clear strategy, how do you create an effective brand identity and values v simple name / logo change? **How can you differentiate yourself?**

Internal communications - How do you get buy in, how can you build an appreciation of what your branding really means and get everyone to "live" the brand and reflect core values?

External communications - can your brand create an emotional connection with your clients? How do you reinforce the differentiation and how is the brand being perceived?

Seating plan:

Janet Rudge Birketts Solicitors		Stephen Goddard Kester Cunningham John	
Karen Hanson Mills & Reeve			Aaron Widdows PKF
Rolland Keane Charles Russell			Maggie Taylor Prima PR
Mandi Short The Progressive Business Group			Geoff Dodds Geoff Dodds Consulting
Jonathan Younger Hewitsons Solicitors			Cara Mclean N W Brown and Co
Diana Johnson Prettys Solicitors		Tim Hill Taylor Vinters	