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Invitation to a 'Breakfast Briefing' with David Kershaw, Chief Executive of M&C Saatchi

for Consumer and Retail Chairmen & CEOs

We would be delighted if you could join us at Quaglino's, London, to hear David Kershaw, Chief Executive of M&C Saatchi, discuss 'Staying Ahead in Tough Times'. The prognosis of the future of advertising for consumer and retail companies on Wednesday 24 November.

David will be looking at what this recession has meant for the consumer, retailer and advertising agency at a time of both cyclical volatility and wholesale structural shifts.

In particular, he will not only look at the real opportunities but also the myths of the persuasion business in a digital age.

David Kershaw is a founding director of M&C Saatchi. He joined Saatchi & Saatchi in 1982 after obtaining an MBA at London Business School. He became managing director in 1990 and was made chairman and chief executive of the UK agency in 1994. David is also Chair of the Cultural Leadership Programme and is a Governor of the Southbank Centre.

The breakfast briefing is designed to encourage peer dialog and thought-leadership exchanges, and I would be delighted if you could join us. Tea and coffee will be served at 8am, with breakfast served promptly at 8.20am. We aim to finish punctually at 9.30am.

We look forward to your reply and do hope you can make this date. Please RSVP to Richard Hollister on richard@boyden.uk.com or by telephone 0207 389 9776.

I look forward to your reply and do hope you can join us.

Best wishes

Victoria Stead

Guest speaker:
David Kershaw, Chief Executive of M&C Saatchi

Venue:
Quaglino's Private Dining Room
16 Bury Street
St. James's
London
SW1Y 6AJ
Click here for directions and map

Date:
Wednesday 24 November 2010

Time:
8:00am to 9.30am

Hosts:
Victoria Stead
Partner
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