

# EVOLVE OR DIE

Ride out the economic downturn: how to grow, maintain margin and be the best in class



5:30pm-9pm, Wednesday, 11th February 2009  
The Soho Hotel, London W1

During the current economic uncertainty, agencies need to continue to plan for both the short and long term, to evolve their business model, seek differentiating propositions and superior pricing models and look like the best in class.

This Results International seminar will examine agency business models that drive robust and successful outcomes in tough trading conditions.

**Key areas covered include:**

- Building confidence and belief
- Developing management and talent
- Making the best use of your IP
- Private equity funding
- Fine-tuning new business strategy
- Improving margins
- Achieving a clear and credible premium market position
- A roadmap to future growth

**GUEST SPEAKERS:**

resultsINTERNATIONAL

Richard Eyre, Non-Executive Director, Results International

**GYO**

Richard Glasson, CEO, Gyro International

**eci**

Charlie Johnstone, ECI

**PANEL:**

**Numis**

Lorna Tilbian, Executive Director, Numis

**acceleration**

Stephan Pretorius, President, Acceleration

**CRESTON**

Barrie Brien, CEO/COO, Creston

resultsINTERNATIONAL

Keith Hunt, Managing Partner, Results International



### **Richard Eyre, Non-Exec Director, RI**

Richard's career began buying TV spots for advertisers in 1975. He spent 16 years in advertising, ending up as the first Media Director of BBH. During 1991, Richard became Chief Executive of Capital Radio plc. leading the move to acquire radio companies outside London and building the industry's revenue share. He was recruited to be Chief Executive of ITV in 1997, tackling a declining network. In February 2000 he became Chairman and CEO of Pearson Television, producing TV programmes in 35 countries. Within 6 months the business was merged with Bertelsmann's TV and Radio assets to found RTL. Richard is now a full-time non-executive director with board and advisory roles for a range of organisations.



### **Richard Glasson, CEO, Gyro International**

Richard Glasson is the chief executive of Gyro, with overall responsibility for setting the company's strategy and driving the strong growth that Gyro continues to enjoy. Richard has over 15 years experience of working in entrepreneurial companies and taking them through rapid expansion. Richard joined Gyro in 2002, initially as chief operating officer, and played a key role in the international development of the company as it grew from 50 to over 500 people in that period. Prior to joining Gyro, Richard had been an investor in and director of many high growth companies, and has substantial corporate finance experience in the public and private arenas.



### **Charlie Johnston, Partner, ECI**

Charlie joined ECI in 2004. Previously, he worked at Ernst & Young, in the London TMT team, for seven years, spending time in both corporate finance and corporate recovery. He also spent a year in Albania in 2001/2 working via VSO. Charlie has a degree in economics from the University of Edinburgh and holds an ACA. ECI's most recent media deal was the invest in iLG in April 2008, having sold Bounty to Kaboose in 2007.



### **Lorna Tilbian, Executive Director, Numis**

Lorna Tilbian is an Executive Director of Numis and has worked as a Media Analyst in the City for 22 years with a distinguished career. Lorna Tilbian joined Numis in 2001 having previously held positions at SG Warburg and Panmure Gordon, and leads Numis' Media Research team, which has been ranked in the top three for their analysis of UK Media companies since 1987. Lorna Tilbian is a Non-executive Director of Jupiter Primadona Growth Trust Plc and appears in the Campaign 'A' List.



### **Stephan Pretorius, President, Acceleration**

Stephan Pretorius founded Acceleraton in 1999 and is currently responsible for product development and client strategy. In the nine years since founding Acceleration, he has grown the company's product line from the initial online media buying and planning service to include email marketing, search marketing, Adserving and website analytics. He has been instrumental in developing Acceleration's key channel partnerships with DoubleClick, Epsilon Interactive and Omniture. Stephan is a member of DoubleClick's Client Advisory Board and regularly publishes in iMedia Connection and MarketingProfs. Before founding Acceleration, Stephan worked in the Strategic Business Development division of M-Net, Africa's largest satellite pay-TV broadcaster. Stephan is trained as a lawyer and holds a BA. LLB (cum laude) from WITS and LLM (cum laude) from Columbia University, New York.

## **EVOLVE OR DIE**

The Soho Hotel, London W1  
11th February 2009  
£125 (inc. VAT)

### **HOW TO REGISTER:**

Online at:  
[www.resultsig.co/events](http://www.resultsig.co/events)

Or contact Angela Lurssen:  
**Email:** [alurssen@resultsig.com](mailto:alurssen@resultsig.com)  
**Tel:** +44 (0)20 7629 7575

### **THE FORMAT:**

The format of our event will include presentations from two key industry players with the remainder of the evening made up of an open forum debate with the panel and audience.

**Please forward your questions prior to the event so that we can include these within our topic guide.**



### **Barrie Brien, COO/CFO, Creston**

Barrie Brien was appointed as Chief Operating and Financial Officer in September 2004. Barrie has over twenty years of experience in marketing services. He was previously Chief Operating and Financial Officer for EMEA at Lowe and Draft Worldwide. Prior to this Barrie was CFO for Lowe UK and held positions in Saatchi & Saatchi and other marketing groups.



### **Keith Hunt, Managing Partner, Results International**

Keith has over eighteen years of experience in corporate finance during which time he has advised on a wide range of entities from small start up companies to large public institutions. Keith has worked on a diversity of transactions including disposals, fund raisings, acquisitions, IPOs, joint ventures, mergers, MBOs and MBIs. Amongst his marketing services clients Keith has worked for Brand X, SAS, Whitewater, Hotwire, Corporate Edge, and Mason

Zimble. Keith started his career in the audit department of Ernst & Young where he trained as a Chartered Accountant and worked in both London and Sydney. In 1988 he joined Investment Bank Granville Baird working at various times for the private equity, mergers & acquisitions and public company teams. In 1993, he rejoined Ernst & Young this time in the corporate finance department. In 1996 he became a partner and subsequently became Head of Media M&A and Head of M&A.

Speakers are subject to change

**Results International advises owners of independent marketing communications and digital businesses on how to grow and realise their maximum value.**