

resultsINTERNATIONAL

WINNING IN CHANGING TIMES



5:30pm - 9pm, 11th June 2008
The Soho Hotel, London W1

In these uncertain times it can prove difficult for business owners to see how to stay ahead of the pack. This Results International seminar aims to provide clarity and advice on how to deal with the current market climate by managing growth opportunities, maintaining a competitive edge and building value in the agency's brand. Topics include:

- Managing your business in the current climate
- When is the right time to sell
- The current M&A market
- What are buyers looking for
- Current digital market trends

SPEAKER SELECTION:

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NewMediaAge

CHIME COMMUNICATIONS PLC

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Chairman: Richard Eyre,
Chairman, G-Cap Media, Non-Executive Director, Results International

Nigel Morris, Global CEO, Isobar
What do global buyers want?

Michael Nutley, Editor in Chief, New Media Age
Current digital market trends

Christopher Satterthwaite, Chief Executive, Chime
Managing your business in the current climate

Andy Collins, Senior Partner, Results International
A view of the M&A market

www.resultsinternationalgroup.com



**Richard Eyre,
Chairman, G-Cap Media
Non-Exec Director,
Results International**

Richard Eyre is chairman of GCap Media, the UK's largest radio operator and chairman of the Internet Advertising Bureau. 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, the largest broadcasting company in Europe. Richard is now a full-time non-executive director with board and advisory roles for a range of organisations from mobile and internet start-ups to the Eden Project.



Nigel Morris, Group CEO, Isobar

Nigel began his career with 8 years in the fashion and textile industry and then 2 years in Corporate Identity and Branding Consultancy. He entered the media industry in 1992, joining BBJ, a subsidiary of Aegis. He wrote his first paper on the internet for the Aegis Group in 1993 and set up and chaired the Global Interactive Management team in 1999. Nigel was appointed CEO of the Digital division of Aegis in May 2003 where he devised and implemented the strategy to launch Isobar. Isobar is now the world's largest global digital network with 3000 people in 38 countries. The unique structure and culture

reflect Nigel's beliefs in diversity, innovation and agility as the key drivers of success for a global digital business. He was a founder member of the Digital Marketing Group in the UK. He was voted one of Advertising Age's Top 10 Global Marketers to Watch in 2005.



**Michael Nuttley, Editor in Chief,
New Media Age**

Michael Nutley has been a business journalist for 23 years, covering a number of areas including software, telecommunications, construction and leisure. He took over as editor of New Media Age in July 2000, and was promoted to editor-in-chief last year. As editor-in-chief he maintains a strategic overview of the entire new media sector, from both a client and a service provider perspective. He's also particularly interested in online advertising, the convergence of TV and the internet, and the transformative effect of interactive media on organisations.



**Christopher Satterthwaite,
Chief Executive, Chime**

Christopher Satterthwaite began his commercial career as a graduate trainee at H.J Heinz. Since his grounding on the client side, he has been part of three different kind of marketing communication agencies, IMP 1981-1993, then the UK's largest Sales Promotion and Direct Marketing agency, HHCL & Partners 1993-2000, Campaign's Advertising Agency of the Decade, Bell Pottinger 2000-2002, the UK's leading Public Relations agency.

Chris was appointed Chief Executive of Chime Communications PLC in 2002, the holding company for the

UK's no. 1 public relations group, Bell Pottinger; the UK's leading research and consultation group, Opinion Leader; the VCCP Group, Teamspirit, Fast Track and TTA.



**Andy Collins, Senior Partner,
Results International**

Andy qualified as a chartered accountant with Price Waterhouse and spent 3 years in corporate finance with BDO Stoy Hayward where he advised on a wide range of M&A work. Andy then moved 'client side' and held a number of high profile roles as Finance Director, such as publishing group Northern & Shell Plc where the launch of OK! magazine together with its satellite TV operations paved the way for the acquisition of the Express Group. Andy then joined international recruitment group 'Elan', raising £14m venture capital finance prior to the successful

sales of this business to Manpower plc for some £88m. Andy then joined Raw Communications a fledgling city based financial media business as CFO, raising £20m private equity finance, winning the Sunday Times techtrack 100 award and securing its sale to Thomson Corporation Inc. More recently Andy took Asfare Group Plc to AIM and now advises marketing services businesses on a wide range of fund raising and M&A work.

Speakers are subject to change

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The Soho Hotel, London W1
11th June 2008
£120 (inc. VAT)

Please register delegates for this conference.

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Name Surname

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