

# Building Bridges in a Post-Brexit Britain



14th ANNUAL CONFERENCE | 30 OCTOBER 2017

The Brexit vote has highlighted differences between various aspects of British society: between young and old; between people of different national origins; between different socio-economic groups; and between people living in different geographical locations. In this conference we seek to start to build bridges between these groups, asking speakers representing different perspectives to share what would make Britain a more positive society for all. In doing so, we will hear from speakers such as: the former head of the Conservative Party; young people volunteering to make their communities better places; a CEO of a global communications firm; and the chair of a charity providing end of life care. The day will conclude with an interactive panel discussion inviting participants to share ideas on how relationships can be strengthened and bridges can be (re)built between societal groups.

Agenda	
09.00	Registration
09.30	Welcome and Introduction <b>Professor Kevin Money</b> , Director of the John Madejski Centre for Reputation (JMCR) and <b>Professor Carola Hillenbrand</b> , Academic Director (JMCR)
09.45	'It's all about the journey' <b>Stewart Marks</b> , Director of Sue Ryder's Hospices in Reading and Henley
10.45	'The Critical Role of Young People in shaping a more positive society' <b>Dr Rania Marandos</b> ; <b>Saeed Atcha</b> and <b>Chloe Hine</b> from Step Up to Serve
11.30	Break Tea/Coffee
12.00	'A way forward for business post Brexit' <b>Kevin Bell</b> , Worldwide President of Burson Marsteller
12.45	Summary of the morning <b>Bjorn Edlund</b> , Edlund Consulting Ltd
13.00	Lunch
14.00	Keynote address: 'What politics and politicians can do to build bridges post Brexit' <b>Lord Howard</b>
15.00	'Our common good: If the state provides less who will provide more' <b>John Nickson</b> , Author of <i>Giving is Good for you</i> and <i>Our Common Good</i>
15.45	Break Tea/Coffee
16.15	Interactive panel session – chaired by <b>Professor Carola Hillenbrand</b> <b>Bjorn Edlund</b> , Edlund Consulting Ltd ; <b>Will Richmond-Coggan</b> , Partner and solicitor-advocate at Pitmans Law; <b>Steve Pain</b> , Global Vice President, Unilever; <b>Professor Kevin Money</b> , Director of the John Madejski Centre for Reputation
17.00	Depart

## ONLINE BOOKING

[henley.ac.uk/reputation](http://henley.ac.uk/reputation)

## Fees (+VAT)

Standard rate	£275
Two attendees from one organisation	£400
Alumni, and members from other Henley centres	£200

Price includes lunch and refreshments

For further information please contact:

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## VENUE

Henley Business School,  
Greenlands,  
Henley-on-Thames,  
Oxon RG9 3AU

Conference sponsored by members of the John Madejski Centre for Reputation.

Under Chatham House rules, participants are free to use the information received at the event but not to disclose the identity or affiliation of the speaker or participant.

## Speakers for the day



**Professor Kevin Money** is Director of the John Madejski Centre for Reputation. He is a Chartered Psychologist and Professor of Reputation and Responsible Leadership. Focusing on understanding how people and organisations build functional relationships, Kevin has published widely in leading academic journals. His work has had practical impact in organisations such as Unilever and the UK Cabinet Office.



**Professor Carola Hillenbrand** is Academic Director of the Madejski Centre for Reputation, a Chartered Psychologist and Professor of Organisational Psychology at Henley Business School. Carola is passionate about applying advances from psychology to improve the relationships between organisations and society and is co-leading a 4-year large-scale ESRC research project on the impact of emotions and biases on financial decision-making.



**Dr Rania Marandos** is Deputy Chief Executive of Step Up To Serve, the charity that coordinates the #iwill campaign. Rania began her social action journey at an early age with a focus on education, the criminal justice system and mental health. A former consultant for McKinsey & Company and Head of Strategy at Teach First, Rania is also a school governor of a local primary school. She has a BSc and PhD in Psychology from the University of York.



**Saeed Atcha** is the youngest charity CEO to receive the Queen's Award for Voluntary Service. When Saeed was 15 he set up *Xplode Magazine*, one of the only charities managed by and for young people. Saeed is also a radio broadcaster on 12 stations across the UK and is working towards a degree in Public Relations and Marketing. Saeed is a young Ambassador for the #iwill campaign.



**Chloe Hine** suffered years of online bullying as a young girl, leading to self-harm and an attempt to take her own life. Through the act of writing a suicide note she realised that her life was worth fighting for. Chloe now gives talks to schools using her story to engage with young people, telling them that if they are or have ever been bullied then they are not on their own. Chloe's campaigning has received recognition from Prime Minister Theresa May's Points of Light award, and she is working with The Royal Foundation to create a code of conduct to address cyberbullying. Chloe is currently a young Ambassador for the #iwill campaign.



**Stewart Marks** is Director of Sue Ryder's Hospices in Reading and Henley, and is responsible for setting the strategic direction for the development of the charity's services across Berkshire, Buckinghamshire and Oxfordshire. Before joining Sue Ryder, Stewart worked as a consultant to the Third Sector and held senior positions at Marie Curie.



**Kevin Bell** manages across every region and practice group to drive growth opportunities throughout Burson-Marsteller. In his current role, Kevin provides counsel on the firm's most important clients including Ford, Bank of America and Qualcomm. Whilst at Burson-Marsteller Kevin has also advised the International Olympic Committee, the FIFA Reform Committee and various national politicians and international governments. Over the past 25 years, Kevin has counselled clients across many industries in every region of the world and has supported some of the world's leading companies, including Aviva, BG, Procter & Gamble and Tata Consultancy Services.



**Bjorn Edlund** is a visiting fellow at Henley Business School and Board Trustee of the Institute of Human Rights and Business. He spent over 20 years as Head of PR at three multinationals and was Chairman Europe for the global PR agency, Edelman. He is involved with outreach for the Arthur W Page Society, which aims to strengthen the leadership role of chief communications officers. In his early career, he worked as a bureau chief and regional news editor for UPI and Reuters.



**Lord Howard** was the Leader of the Conservative Party and Leader of the Opposition from November 2003 to December 2005. He previously held Cabinet positions in the governments of Margaret Thatcher and John Major, including Secretary of State for Employment (1990–92), Secretary of State for the Environment (1992–93) and Home Secretary (1993–97). He was the Member of Parliament for Folkestone & Hythe from 1983 to 2010 when he retired from the House of Commons and was appointed as Life Peer. He was appointed to the Order of Companion of Honour in 2011.



**John Nickson** is the author of *Giving is Good for you* and *Our Common Good* (Biteback Publishing). He was responsible for private sector fundraising for The British Council, English National Opera, The Royal Academy of Arts and Tate. John has worked in the public, private and beyond-profit sectors for forty years. He is one of the UK's most experienced fundraisers, a mentor, donor, trustee of development, education and cultural charities and a campaigner for philanthropy. His current trusteeships include The Royal College of Music and UK Community Foundations.



**Will Richmond-Coggan** Coggan is a partner and solicitor-advocate at Pitmans Law. Will leads the reputation and data privacy practice, dealing with a wide-range of disputes with a reputational component for national and international businesses and private individuals. In 2015 he was the advocate on the first successful claim in the English High Court for defamation in an online review.



**Steve Pain** is the Global Vice President for Sustainable Business and Communications at Unilever Plc, responsible for stakeholder engagement and communication in over 90 countries. He was formally the corporate affairs director at Aviva plc, one of the world's largest insurance groups and is currently the co-chair of the international advisory council at the National Press Club, Washington.



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