

AYLESBURY VALE **BREAKFAST BRIEFING**

Malcolm McDonald, Emeritus Professor of Marketing *Getting marketing back into the boardroom – how to prove your strategies create rather than destroy shareholder value*

We are delighted to invite you to the **Aylesbury Vale Breakfast Briefing**, which is taking place on **Wednesday 2nd July 2008**.

What is the Aylesbury Vale Breakfast Briefing?

The Aylesbury Vale Breakfast Briefing will be taking place on the first Wednesday of each month at the Watermead. It provides an excellent opportunity to hear a variety of speakers and network with other local businesses in a relaxed and informal atmosphere.

This month's topic. Malcolm has a PhD from Cranfield university and an honorary Doctorate from Bradford University. He has extensive industrial experience, including a number of years as Marketing Director of Canada Dry. He is the chairman of six companies and spends much of his time working with the operating boards of the world's biggest multinational companies such as IBM, Xerox and BP. He has written forty books, including the best seller "Marketing Plans; how to prepare them, how to use them" and many of his papers have been published.

The talk will discuss how business leaders can assess their business risks quantitatively including: Market risk, Share Risk and Profit Risk. Professor McDonald will introduce delegates to a fully researched, tried and tested methodology for marketers to assess quantitatively whether their plans will create or destroy shareholder value added.

Timing

7.45am: Registration
8.00am: Breakfast & Networking
8.30am: Professor McDonald
9.15am: Networking
9.30am: Close

Venue



The
watermead

Lakeside, Aylesbury, Bucks, HP19 0FX

Comments from previous AVBB meetings held at The Watermead

"Very friendly networking group with a relaxed atmosphere and a good mix of people and organisations"

"It is friendly and informal and does not impinge too much on the working day"

"Opportunity to network with local business people"

"The format and ease of networking is excellent, the guests were local with very common interests and speakers' topics have been highly relevant"

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To register, complete and return the reply form overleaf.

AYLESBURY VALE **BREAKFAST BRIEFING**

Date: Wednesday 2nd July 2008

Venue:  **The Watermead**

Lakeside
Aylesbury
Bucks HP19 0FX

Cost: £16.95 per person

(N.B. In the case of cancellations 48 hours or more before the Briefing, the cost (if paid) will be refunded otherwise will not be charged. In the case of cancellations less than 48 hours before the Briefing, or non appearances without cancellation, the cost if paid will not be refunded and if unpaid will remain payable in full.)

I confirm that I/we will be attending the Breakfast Briefing on Wednesday 2nd July:

Name _____

Company _____

Address _____

_____ Postcode _____

Tel _____ Email _____

Guest Name _____ Company _____

I enclose a cheque for £..... Made payable to **Aylesbury Vale Breakfast Briefing**.

Please reply by **Wednesday 25th June** to:

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