

**6 November 2012 - PROGRAMME**

| Times   | Location         | Detail   |
|---|------------------|--|
| 09:30 - 10:00   | Upper Gate House | Delegate arrival, registration, coffee and networking  |
| 10:00 - 10:10   |                  | <b>OFFICIAL OPENING AND WELCOME ADDRESS</b><br>John Taylerson; <i>Chair, The Chartered Institute of Marketing South West Regional Board</i>  |
| 10:10 - 11:00   |                  | <b>THE BIG IDEA</b><br>Dr Alan Knight OBE; <i>Environmental Sustainability Director, Business in the Community</i>   |
| 11:00 - 12:00<br>(all delegates to split into 2 groups) | Ships Studio     | <b>Workshop 1 (Group 1)</b><br><b>DEVELOPING CIRCULAR BUSINESS MODELS</b><br>Carole Bond; <i>Director, Carbon Data Resources</i><br>Richard O'Connell; <i>Director, Bandvulc Tyres</i>   |
|   | Griffiths Room   | <b>Workshop 2 (Group 2)</b><br><b>LONDON 2012: LESSONS IN MARKETING SUSTAINABILITY</b><br>Gareth Wynn; <i>Group Director, EDF 2012</i><br>Dan Pritchard; <i>Media Manager, EDF Energy</i>  |
| 12:00 - 12:40   | Upper Gate House | <b>ECOISLAND THE HUB OF A SUSTAINABLE FUTURE</b><br>Jeremy Waitt; <i>Vice President, Ecoland Partnership CIC</i>   |
| 12:40 - 13:00   |                  | <b>MORNING SESSION ROUND UP AND INTRODUCTION TO DARTINGTON</b>   |
| 13:00 - 14:00   | Dining Room      | Lunch, networking and time to explore the Dartington grounds   |
| 14:00 - 15:00<br>(all delegates to split into 2 groups) | Griffiths Room   | <b>Workshop 2 (Group 1)</b><br><b>LONDON 2012: LESSONS IN MARKETING SUSTAINABILITY</b><br>Gareth Wynn; <i>Group Director, EDF 2012</i><br>Dan Pritchard; <i>Media Manager, EDF Energy</i>  |
|   | Ships Studio     | <b>Workshop 1 (Group 2)</b><br><b>DEVELOPING CIRCULAR BUSINESS MODELS</b><br>Carole Bond; <i>Director, Carbon Data Resources</i><br>Richard O'Connell; <i>Director, Bandvulc Tyres</i>   |
| 15:00 - 15:40   | Upper Gate House | <b>DARING TO BE DIFFERENT: SUSTAINABILITY THE RED HOTELS WAY</b><br>Claire Beard; <i>Sustainability Manager, Red Hotels Ltd</i>  |
| -   | -                | Comfort break  |
| 15:45 - 16:40   | Upper Gate House | <b>Plenary Session</b><br><b>SMALL BUSINESS SUSTAINABILITY SUCCESSES</b><br>Mark Duddridge; <i>Chair, Business in the Community Devon and Cornwall Leadership Teams</i><br>Carole Bond; <i>Sustainability Ambassador, The Chartered Institute of Marketing</i><br>Matt Hocking; <i>Director, Leap - design for change</i><br>Richard O'Connell; <i>Director, Bandvulc Tyres</i><br>Simon Craft-Stanley; <i>Marketing and Fundraising Manager, Dartington Hall</i><br>Claire Beard; <i>Sustainability Manager, Red Hotels Ltd</i> |
| 16:40 - 16:55   |                  | <b>CONFERENCE CLOSING ADDRESS</b><br>Dr Alan Knight OBE; <i>Environmental Sustainability Director, Business in the Community</i>   |
| 17:00   | -                | Delegates Depart   |