

Outline programme

Timings	Content
14:00 - 14:30	Delegates wishing to visit the farm shop are advised to do so before the start.
14:30 - 15:00	Delegate arrival, registration, coffee and networking.
15:00 - 15:10	Official opening and Chair's welcome address Pat Tomlinson; <i>Associate Director, Old Mill.</i>
15:10 - 15:40	Using external accreditation as part of your marketing Jerry Diplock; <i>Director, Diplock Safety & Hygiene Ltd.</i>
15:40 - 15:45	End of session Q&A and speaker change over.
15:45 - 16:15	Creating competitive advantage by tackling sustainability challenges Gudrun Cartwright <i>Head of Regional Environmental Impact; Business in the Community.</i>
16:15 - 16:20	End of session Q&A and speaker change over.
16:20 - 16:50	Integrity and the marketing of cider Alan Stone, <i>Associate Director - Marketing; Old Mill.</i>
16:50 - 16:55	End of session Q&A and speaker change over.
17:00 - 17:30	Refreshment break.
17:30 - 18:00	The Real Honest Food campaign Mark Duddridge; <i>Managing Director, Ginsters.</i>
18:00 - 18:05	End of session Q&A and speaker change over.
18:05 - 18:35	Marketing and the law Mark Blayney Stuart, <i>Head of Research; The Chartered Institute of Marketing.</i>
18:35 - 18:40	End of session Q&A and speaker change over.
18:40 - 19:10	Plenary session Pat Tomlinson Mark Blayney Stuart Alan Stone Mark Duddridge John Taylerson Gudrun Cartwright
19:10 - 19:15	Conference closing address
19:15 - 20:00	Buffet, refreshments and networking