

6 November 2012 - PROGRAMME

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