

Birmingham City
Business School



SIR MARTIN SORRELL

Date: Wednesday 27 November 2013, 6 - 8pm

Venue: IET Birmingham, Austin Court, 80 Cambridge Street,
Birmingham B1 2NP

Introducing Britain's Most Admired Leader

Sir Martin Sorrell, CEO, WPP Group plc



Few people stand out as genuine leaders but Sir Martin Sorrell is one that his own peers consider to be one of the few. He is no stranger to the challenges leadership throws up, nor is he afraid to confront these challenges. He is controversial and colourful and a very welcomed guest speaker at this years **Most Admired Leaders Lecture.**

Sir Martin Sorrell founded WPP, the world's largest advertising and marketing services group, in 1985 and has been chief executive throughout. Collectively, WPP employs over 165,000 people (including associates) in over 3,000 offices across 110 countries. The Group's worldwide companies include JWT, Ogilvy & Mather Advertising, Y&R, Grey, Mindshare, MEC, MediaCom, Kantar (including Millward Brown and TNS), Wunderman, Burson-Marsteller, Hill+Knowlton Strategies, Landor, The Brand Union, G2, Fitch, The Partners, AKQA and WPP Digital (including 24/7 Media). Clients include 350 of the Fortune Global 500, all 30 of the Dow Jones 30, 63 of the NASDAQ 100 and 31 of the Fortune e-50. In 2012, WPP had revenues of \$16.5 billion and billings of \$70.5 billion.

Sir Martin's other appointments have included:

Non executive director of Alpha Topco; Trustee of the British Museum; a member of the corporate Advisory Group of the Tate Gallery; on the International Advisory Board of The Russian Museum in St. Petersburg; Vice-Chairman of IBLAC; non-executive director of Sorrell Capital and non-executive director of Alcoa, and many more.

Presentation – The reputational challenges to CEO's and Companies.

Programme

6.00 - 6.30pm	Registration and Refreshments	
6.30 - 6.45pm	Welcome to Birmingham City Business School Welcome	Executive Dean Professor Christopher Prince Matthew Gywther Editor Management Today
6.45 - 7.15pm	Britain's Most Admired Leader Annual Lecture	Sir Martin Sorrell CEO WPP Group plc
7.15 - 7.45pm	Question and Answer Session	
8pm	Close	

How to book your place

For further information or to register your interest in attending this event , please email colleen.bass@bcu.ac.uk or call 0121 331 5688. Please note that we anticipate that his event will be heavily subscribed and while the event is **FREE**, a charge of £25 will be made to anyone who registers but then fails to attend.

Map

<http://austincourt.theiet.org/about/location.cfm>

Parking

There is very limited parking at Austin Court. If the car park is full, the nearest parking is at the National Indoor Arena (NIA). It is Pay-and-Display. There is limited street parking (meters) in side streets opposite the NIA, on the south side of Broad Street, (A456) and also at the end of Cambridge Street at the junction of Sumer Row (A457) – the entrance is in Brindley Drive. As well as being further away, these are generally more expensive than the NIA car park.