



The London Media Summit 2003 Programme 7th November 2003

9:15-10:00 Registration and coffee (Sainsbury Reception and S1 Lounge)

10:00-11:30 **Stage of Value Chain: Industry Overview** (Room LT1)

Dean Laura Tyson, London Business School

- Opening remarks

Vanni Treves, Chairman, Channel 4 & London Business School

- Introduction & welcome

Keynote Lectures:

Stephen Carter, Chief Executive Officer, OfCOM

- Industry overview, identifying key trends, scene setting, plans for OfCOM

Nan Richards, President, Turner Broadcasting System Europe

- Taking brands into new technologies
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11:30-11:45 Coffee and tea break (S1 Lounge and Sainsbury Basement)

11:45 - 1:15 **Product Development: Parallel Panels**

Participants attend one of the two parallel panels

Panel 1: Developments in Media: From germination to domination; Market machinery or creative inspiration? (Room LT1)

Moderator: Professor Naufel Vilcassim, London Business School

Panellists: Tim Gardam (Director of Television, Channel 4), Nick Button-Brown (Business Development Manager, Electronic Arts), Terry Felgate, Managing Director, EMI Records.

or

Panel 2: Managing Creativity: How does a commercial organisation manage creative, often difficult employees? How does a company create an environment where innovation thrives? (Room LT2)

Moderator: Professor Babis Mainemelis, London Business School

Panellists: Richard Hytner (Chief Executive Officer, Saatchi & Saatchi Europe), Dr. Susanne Sturmer (Director of Corporate Affairs, UFA), Clive Gillinson (Managing Director, London Symphony Orchestra), Gareth Jones (formerly of Polygram and BBC, Professor at INSEAD).

1.15-2:30 Lunch (Dining Hall)

2:30-3:30 **Keynote Lecture:** (Dining Hall)
Lord David Puttnam, Chairman of the National Endowment of Science,
Technology & the Arts, President of UNICEF UK and former Chairman of
Columbia Studios.
• *Media, Politics & Society*

3:30-3:45 *Coffee and tea break (S1 Lounge)*

3:45-5:15 **Financing & Distribution: Parallel Panels**

Participants attend one of the two parallel panels

**Panel 3: What impact will PVRs have on media and advertising in the UK?
Co-organised by the Marketing Club. (Room LT1)**

Moderator: Professor Patrick Barwise, London Business School

Panellists: Brian Sullivan (Director of New Product Development &
Sales, BSkyB), Paul Edwards (Chief Executive Officer, Lowe Lintas),
Nigel Walley (Founder and Managing Partner, Decipher).

or

**Panel 4: Evaluating media investments, creative NPV. How do you evaluate
proposals whilst minimising risk? (Room LT2)**

Moderator: Barbara Donoghue, London Business School

Panellists: Kenneth Ibbett (Partner, Lynx Capital Ventures), Rob
Woodward (Managing Director, 4Ventures & Board Member of Channel
4 Television), Patrick Bradley (Director, Ingenious Ventures), Ajay
Chowdhury (General Partner, IDG Ventures Europe), Chris Ingram
(Founder, The Ingram Partnership).

5:30-6:30 *Drinks and canapé reception (Dining Hall)*
• Closing remarks by Richard Quest (CNN International)

**The London Media Summit
November 7, 2003**

Presented by
London Business School and CNN

Organised by: London Business School Media Club and Future Media Research Programme

Organising Committee

Co-Chairs: Arvind Ethan David and Adam Kingl

Panel Organisers: Adam Kingl, Gareth Maclachlan, Oscar Nieboer, Peter Stonier
Treasurer: Ana Claudia Ruiz

Logistics: Lorraine Crossingham, Cristina Hastings, Paul Hodgins, Taryn Westberg

Media Club Committee: Kimberly Hill, Juan Pablo Valencia, Charles Wiles

London Business School Student Association Representative: Nathan Brown

CNN Co-ordinators: Claudia Coles, Julia Marco

Faculty Advisers: Patrick Barwise, Kathy Hammond

Future Media Research Administrator and Adviser: Lorraine Crossingham

Future Media Research Administrators: Margaret Walls & Sharon Berry

External Relations Advisers: Alex Brod, Sarah Wheatley

Dean's Office Adviser: Dina Consolini

Alumni Adviser: Chris Pope

Special Thanks to: Vanni Treves, Michael Hay, Matt Schneider and Gareth Howells, LBS Catering and AV Team.