



## Business Forum – London March 22, 2011

**Do you want to get a jump on the future and achieve sustainable,  
profitable growth?**

**Winning and Keeping Customers today - Post crisis marketing**

By Sean Meehan,  
Martin Hilti Professor of Marketing and Change Management

### AGENDA

- |              |   |
|--------------|---|
| 18.30-19.00  | Registration  |
| 19.00- 19.30 | Introduction<br>Fiona Wilkinson, Senior Vice President, Corporate Communications<br>Lynn Verdina-Henchoz, Director of Markets, IMD  |
| 19.30- 20.30 | Presentation followed by Q&A<br>Beyond the Familiar: Long-Term Growth through Customer Focus and Innovation<br>Sean Meehan, Martin Hilti Professor of Marketing and Change Management |
| 20.30        | Networking and refreshments   |