

THE ANNUAL IMPACT EXECUTIVES LEADERSHIP & BUSINESS CHANGE EVENT

WEDNESDAY 29TH MARCH 2016 AT THE SOHO HOTEL

We are delighted to invite you to an exclusive evening of discussion, debate and networking, looking at how leaders are responding, adapting and leading their businesses through the changes brought on by the current climate of uncertainty.

The evening will feature Cilla Snowball; Cilla will be joining us to share her insights into how consumer behaviours are driving unprecedented change. Cilla is Group Chairman, Group Chief Executive and on the worldwide board of AMV BBDO as well as Chair of the Women's Business Council.

The AMV Group has 3 companies, ad agency AMV BBDO, the direct marketing and digital agency Proximity and the content agency Redwood whose clients range from the Economist and BT to PepsiCO.

The evening will also feature the findings of Impact Executives' own recent research on business change, looking at what is driving change, what qualities will make 'change' leaders successful. All attendees will receive a full copy of the findings.

Date: 29th March 2017
 Time: 18:00 to 20:15
 Venue: Soho Hotel, 4 Richmond Mews, London, W1D 3DH
 Dress Code: Business dress
 RSVP: Vicki Ludlow
vicki.ludlow@impactexecutives.com



Our Guest Speaker

Ms. Cilla Snowball, CBE, serves as the Chief Executive of the AMV Group. Ms. Snowball has been Group Chairperson and Group Chief Executive of AMV BBDO since 2006. She joined AMV BBDO in 1992 as its first New Business Director. She has held a variety of management roles at AMV. Ms. Snowball served as Chairperson of Proximity London Ltd. until November 2011 and serves as its Director. She serves as Chairperson of Abbott Mead Vickers. BBDO Limited. She serves as Group Chairperson ... of AMV Group at Abbott Mead Vickers. BBDO Limited. She served as Chairman of the Advertising Association, UK. She

has been a Non-Executive Director of RAC Limited since September 2014. She has been Member of Board of Trustees at Macmillan Cancer Relief since 2004. She has been a Non-Executive Director of Derwent London plc since September 1, 2015. She serves as a Director of BBDO Worldwide and of Business in the Community and the Council of the Marketing Club of Great Britain. Ms. Snowball served as a Non-Executive Director of Arcadia Group Limited until January 18, 2001. She served as trustee of Comic Relief. She served as President of the Women's Advertising Club of London. She is a member of the Women's Advertising Club of London and a member of the Thirty Club and a Fellow of the Marketing Society. Ms. Snowball was awarded the CBE in the 2009 New Year's Honors list for services to the Advertising Industry. She graduated in French at Birmingham University