

INBREC United Kingdom

UK Chapter Meeting on Thursday, October 29, 2015 in London hosted by Astra Zeneca

Venue: Astra Zeneca, No 2, Kingdom Street, Paddington, London, W2 6BD

Planned agenda

" Challenges for the Astra Zeneca Brand "

09:30	Welcoming Coffee
09:45	Welcome by Caroline Hempstead and Moira Clark <i>General Introductions</i>
10:00	Astra Zeneca The challenges of a global rebranding and implementing a worldwide social media channel
11:00	Coffee Break
11:15	Group discussion
11:45	Astra Zeneca Working with an external advisory board to develop company reputation and sustainability
12:45	Lunch
13:45	Group discussion
14:15	Guest Speaker Felix Velarde – ex Chairman and CEO of Underwired Thinking Digital – Future trends in digital strategy
15:00	Coffee Break
15:15	Group discussion
16:00	Next steps and dates for UK Chapter Feedback from participants
16:30	Farewell Cocktail - End of the event

Note: Timings are approximate and [the breaks](#) will be taken at a convenient time