



WHAT HAVE WE LEARNT FROM THE RECESSION?

A two-day conference for senior executives
at Cranfield School of Management

9-10 March 2010

www.cranfield.ac.uk/som/recovery

This conference gives senior executives the opportunity to consider the lessons from the economic downturn when the prospect of an upturn can be contemplated with some confidence.

The conference takes multiple perspectives on the learning that can and should be drawn from the recession. Speakers will explore the implications for business and industry. Both days will maximise the opportunities for participants to network to inform their own view of the lessons and the prospects for recovery. The aim of the event is to provide insight that can be acted upon by business leaders in the context of their own strategic planning.

Speakers include:

- Andy Bond (Cranfield MBA 1993) President and CEO, Asda
- John Frankiewicz, CEO, Willmott Dixon Capital Works
- Lord Digby Jones, Business Ambassador for UK Trade and Investment
- Paul Mason, Economics Editor, BBC Newsnight
- Rt. Hon. Michael Portillo, broadcaster, writer and former cabinet minister

Cranfield School of Management faculty:

- Dr Martin Clarke, Director of General Management Programmes
- Professor Andrew Kakabadse, Professor of International Management Development
- Professor Joe Nellis, Professor of International Management Economics
- Stephen Regan, Senior Lecturer in Management Economics
- Professor Patrick Reinmoeller, Professor of Strategic Management

Conference Chair: Dr David Butcher,
Director of Open Executive Programmes

Day one focuses on the causes of and lessons from the recession, taking the perspectives of the macro economy, government, the financial services sector and the media. The process includes facilitated discussion of issues raised by speakers and concludes with a networking dinner.

Beginning with topic-led breakfast briefings, **day two** concentrates on how the lessons can be incorporated into UK business, and includes insights from those sectors where early signs of a recovery will be most evident. The day concludes with practical workshops on the recession related topics of employee engagement and organisational resilience.

Date: 9-10 March 2010

Fee:

Attendees can select from several levels of participation:

- Full Conference Package £1300 + VAT (includes all refreshments and overnight accommodation)
- 9 March - Full day including lunch £630 + VAT
- 9 March - Conference Networking Reception and Dinner £45 + VAT
- 9 March - Overnight accommodation and breakfast £90 + VAT
- 10 March - Full day including lunch £630 + VAT

Venue:

Cranfield Management Development Centre, Cranfield School of Management, Cranfield, Bedford

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Tuesday 9 March 2010

- 9.30 am Welcome and Opening Address
Professor John O'Reilly, Vice Chancellor, Cranfield University
Professor Frank Horwitz, Director of Cranfield School of Management
- 10.00 am Economic Bulletin: Prospects for the UK recovery
Professor Joe Nellis, Professor of International Management Economics
- 11.00 am Refreshments
- 11.20 am Beyond sub-prime: towards a better understanding of the global downturn
Speaker to be confirmed
- 12.30 pm Lunch
- 1.30 pm Did the media make a drama out of a crisis?
Paul Mason, Economics Editor, BBC Newsnight
Stephen Regan, Senior Lecturer in Management Economics
- 2.30 pm Bold response - or too little too late?
Rt. Hon. Michael Portillo, writer, broadcaster and former cabinet minister
- 3.30 pm Refreshments
- 4.00 pm Plenary Discussion Groups
Dr David Butcher, Director of Open Executive Programmes
- 6.00 pm Drinks Reception
- 7.00 pm Networking Dinner

Wednesday 10 March 2010

- 8.00 am Hot topic Breakfast Briefings
- 9.00 am Good governance and recession - strange bedfellows?
Professor Andrew Kakabadse, Professor of International Management Development
- 9.50 am Post recession - a stronger UK plc?
Lord Digby Jones, Business Ambassador for UK Trade and Investment
- 10.45 am Refreshments
- 11.10 am Green shoots on the high street? A retail sector view
Andy Bond (Cranfield MBA 1993), President and CEO, Asda
- 12.10 pm Is the worst over or still to come? A construction sector view
John Frankiewicz, CEO, Willmott Dixon Capital Works
- 12.55 pm Concluding Remarks
Dr David Butcher, Director of Open Executive Programmes
- 1.15 pm Lunch
- 2.00 pm Lessons from Recession: Maintaining employee engagement
Dr Martin Clarke, Director of General Management Programmes
- 3.15 pm Refreshments
- 3.30 pm Lessons from Recession: Building resilient organisations
Professor Patrick Reinmoeller, Professor of Strategic Management
- 4.45 pm Close

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This programme may change due to unforeseen circumstances and the organisers reserve the right to alter the venue, date and/or the speakers.

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