



Developing Reputation,  
Visibility & Business <sup>SM</sup>

# 2016 Worldwide Conference

LONDON, UNITED KINGDOM  
19-22 OCTOBER

**ALLIOTT**  
GROUP

A Worldwide Alliance of Independent  
Accounting, Law and Consulting Firms

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## Conference Programme

### Tuesday 18 October

**09:00-16:00** Worldwide Board Meeting with lunch provided (*Meston Suite*)

### Wednesday 19 October

**08:00-14:00** Our inaugural half-day international business event, held in conjunction with partners including the Department for International Trade (formerly UKTI), the Confederation of British Industry and Farnham Castle Intercultural Training, is open to members (a separate charge applies) and to clients with an interest in exploring international markets. Speakers will discuss the UK and global economic outlook in a post-Brexit world, routes to market for companies expanding internationally, the resources and support available to companies with global ambitions, and how to develop cultural fluency when working across international borders. The event provides a forum for members to meet with new and existing clients – we strongly encourage members to support and attend this event and to invite any UK based clients. More information is available on request. Lunch will be provided.

**14:00-16:00** International Tax Group meeting\*. (*Meston Suite*)

**16:00-18:00** Corporate Finance/ M&A Group meeting\* (*Meston Suite*)

**16:00-18:00** Expatriate Services Group meeting\*

**18:00-19:00** Worldwide Advisory Committee Meeting. Members of each regional advisory committee should attend this meeting (*Meston Suite*)

*\* Agendas for these meetings are available on request.*

**Please note: All conference sessions take place in the Whitehall Suite unless indicated.**





### Thursday 20 October

**08:45-09:00** Welcome address - **John Kleopas**, Alliot Group Worldwide Chairman

**09:00-10:30** Alliot Group update and AGM - **James Hickey** and **Giles Brake**

**10:30-11:00** Networking break

**11:00-12:00** The UK & European Economy Following the Brexit Vote - **Lai Wah Co**, Deputy Agent for Greater London, Bank of England

**12:00-13:00** The UK is Open for Business: Opportunities & Threats for Inward and Outward Investment - **Amar Mistry**, Investment Services Team, the Department for International Trade

**13:00** Lunch.

### Friday 21 October

**09:00-10:30** Developing a Global Mindset: Understanding Cultures to Better Approach Your Markets - **Susanna Lyddon**, Farnham Castle Intercultural Training. In this session, Susanna will provide a brief introduction to cultural awareness, explore the impact of culture on clients, explain how to identify the potential for conflict and misunderstanding and how to communicate across cultures and use 'Global English'. This will be an invigorating session with activities and case studies, and will provide you with a personal action plan to take back to the office.

*Biography:* For the last 15 years, Susanna has run sessions with delegates who cover the executive and industrial spectrum: from directors of global blue chips to team supervisors in land based industries. Themes include presentation and negotiation technique, leadership development, change management and team motivation.

**10:30-11:00** Networking break

**11:00-13:00** Continuation of Susanna Lyddon's session 'Developing a Global Mindset' (*Farnham Castle Intercultural Training*)

**13:00-14:00** Lunch.

## Saturday 22 October

**09:00-10:30** Developing Strategies to Help Your Firm Become the “Go To” Firm in Your Market for SMEs Wanting to Operate in Multiple Markets. **Ben Kent**, Managing Director of Meridian West, will start by sharing the latest research on what clients want from professional firms. This research is based on hundreds of interviews with CFOs, in-house lawyers and business leaders worldwide. Ben will then lead the conference in addressing four challenges:

1. Creating an ‘elevator pitch’ for your firm
2. Brainstorming new business development techniques
3. Ensuring your firm’s clients have a seamless service experience
4. Developing a profile of being able to service multi-market clients
5. Fostering a more collaborative approach between alliance member firms.

Attendees will take away not only detailed research on what clients want, but also action plans on how to drive change in their firms and win the clients they want. The session will be interactive and focused on generating practical ideas.

*Biography:* Ben’s specialisations include market strategy, client service improvement, thought leadership and training. Clients include the Financial Times, BDO, PwC, KPMG, Grant Thornton, Coutts & Co, Deutsche Bank, Allen & Overy and DLA Piper. Ben started his career as a corporate lawyer at Freshfields, before establishing Meridian West in 2001.

**10:30-11:00** Networking break

**11:00-13:00** Panel & Round Table Discussion - Developing Strategies to Help Your Firm Become the “Go To” Firm in Your Market for SMEs Wanting to Operate in Multiple Markets

**13:00-14:00** Lunch.

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