

# Green Advertising Leadership Breakfast

September 26, 2007 • 9:30 AM—10:30 AM

World-Wide Business Centres

## EVENT DESCRIPTION:

Ok, so by now we all know green is more than just the latest trend. This leadership breakfast will focus in on how green campaigns are different. We will present case studies and lessons learned from brands and agencies that have experience in creating and executing environmental campaigns. Our featured speaker is Charles Kennedy, SVP of DYG, Inc. Charles is a well recognized thought leader in generational analysis, media trends and social trend expression. Claudia Malley, VP and US Publisher for National Geographic Magazine will also share her experience in creating strategic advertising and media campaigns for the world's most widely read and recognized global environmental publication. Linda Lewi, Chief Integration Officer at JWT New York and JWT Ethos (the JWT social marketing specialty) will also share her knowledge from helping major brands with green and CSR campaigns.

## SPEAKERS:



**C. Norm England**, President and CEO, RBRC



**Charles Kennedy**, SVP, DYG



**Linda Lewi**, Chief Integration Officer, JWT



**Claudia Malley**, VP & US Publisher, National Geographic Magazine



**Linda Recupero**, EVP Public Affairs, HSBC USA

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