

# Power Dynamic UK

## Aims and objectives:

- To explore the power relationship between business, media and politics
- To consider strategies for influencing decision making at a national level

## A one-day event investigating how power works at a national level

Thursday 29 March 2007

Central Hall  
Storey's Gate  
Westminster  
London SW1H 9NH

8.30 Refreshments

8.45 **Getting started - Welcome to The Power Dynamic UK**

9.15 **Exploring the concept of power**

*There are levers of power in every urban and rural area – at local, national and international level. But who has the mandate to do what? Who controls these levers and who makes the decisions that count? Is it the Politicians or big business; civil servants, campaigners or entrepreneurs?*

10.00 **Understanding the UK power dynamic**

Philip Graf

*Philip Graf draws on his past and present experiences as CEO of Trinity Mirror Group, Deputy Chair of OFCOM and in other work with the media and government, to provide an introduction to the relationship between media, politics and business. This will provide a starting point for further discussions over the course of the day.*

11.15 **Lunch visits with the people with the power**

- Conservative Party Campaign HQ
- Labour Party
- Liberal Democrat Party
- BBC
- Accenture
- Sainsbury's
- Barclays

*Hosted working lunches at institutions from across the political, business and media worlds.*

13.45 **What have you learnt? Visit Debrief with refreshments**

*An opportunity to share perceptions and experiences from the visits.*

14.30 **So how can you change things?**

- Simon Matthews, CEO, Fishburn Hedges
- Paul Brannen, Head of Campaigns, Christian Aid
- Marjorie Thompson, campaigner and author
- Darrell King, Head of the Old School House Nursery and campaigner
- Martin Moore, Director of Media Standards Trust
- Dermot Finch, Director of Centre for Cities, IPPR

*Café-conversations to explore the nitty-gritty of getting on the national agenda. In this session, you will meet with individuals who have successfully influenced decision-making at a national level. You will have the opportunity to hear about their experiences and pick their brains on how this could apply in your own situation.*

16.00 Refreshments

16.15 **Myths and realities – how do you think the UK really works?**

Perspectives from:

- Shami Chakrabarti, Director, Liberty
- Andrew Gowers, Head of Corporate Communications, Lehman Brothers
- Danny Kruger, Special Advisor to David Cameron

*A panel session to debate and challenge who really calls the shots.*

17.30 **Reflections on the learning from the day**

18.00 Wine and conversation

18.30 Close and depart