

Leaders Under Pressure

B B C

WHEN it
HITS THE FAN

4



NatWest

centrica







When The Brand Hits The Fan

M&S

EST. 1884



JAGUAR

JAGUAR

WHSmith TGJones



Reasons to be optimistic

- Huge goodwill towards the travel industry
- We are all putting a higher premium on experiences
- The Silver economy!
- Going East
- Following your sporting and musical dreams
- But- nowhere to hide if it hits the fan

Thank you, and enjoy the convention!