

Stepping  
It Up:  
marketing,  
branding  
and  
selling  
social  
enterprise

Agenda

**13:30 Registration and conference exhibition**

**14:00 Plenary – [Room A]**

**Welcome and Introductions**

Introductions: Sue Potter, Director of Programmes, Social Enterprise London  
Uday Thakkar, Director, Red Ochre

**Keynote address**

Speaker: Charlotte Borger, Head of Communications, Divine Chocolate

**Keynote address**

Speaker: Sam Conniff, Co-Founder, Livity and Social Enterprise Ambassador

**Q & A**

Facilitator: Uday Thakkar, Director, Red Ochre

**15:00 Breakout workshop sessions**

***Using social outcomes as a marketing tool – [Gallery Hall]***

Speakers: Serena Vento, Head of Strategy & Development, Klessi  
Ruth Henderson, Freelance Creative Consultant, Klessi

***Procurement – selling to the public sector – [Room A]***

Speakers: Stephen Regalado, Corporate Procurement Officer, LB Lambeth  
Michael Stokes, Head of Strategic Procurement, London Development Agency

***Communicating the social enterprise movement – reaching out to consumers  
[Gallery Atrium A]***

Speaker: Carmel McConnell, Founder, Magic Breakfast  
Facilitator: Matt Jarratt, Membership and Communications Manager, SEL

***Harnessing the potential of new media – [Gallery Atrium B]***

Speakers: Jude Habib, Director, Sounddelivery  
Emily Dent, Head of Content, St. Luke's

**16:00 Refreshment break and conference exhibition – [Gallery Hall]**

**16:30 Panel and Audience debate – *Marketing as a social enterprise, good for business?*  
[Room A]**

**Panel speakers:**

Emily Dent, Head of Content, St Luke's (*maximising social and electronic media*)

Tamara Pekelman, Specialist Client Services Manager – Social  
Enterprise, Business Link (*understanding the diversity of marketing a social enterprise*)

Vicky Hoad, Account Director, Blue Rocket (*getting the most out of the press and media*)

Tom Barnett, Director, Ethical Junction CIC and co-Founder, CIC Association (*marketing as  
a Community Interest Company*)

Facilitator: Uday Thakkar, Director, Red Ochre

**17:30 Event round-up - [Room A]**

Uday Thakkar, Director, Red Ochre  
Allison Ogden-Newton, Chief Executive, Social Enterprise London

**17:45 Buffet, networking and conference exhibition - [Gallery Hall]**

**19:00 Close**