

# *GUEST LECTURE SERIES*

Exploring topical issues in business



The Centre for Citizenship, Enterprise and Governance (CEG) is proud to present the Autumn term Guest Lecture Series. For more details and to book your place visit:

[www.northampton.ac.uk/guest-lectures](http://www.northampton.ac.uk/guest-lectures)

Thursday 10th October 2013

CCEG: Knowledge and Insight  
Online Social Profiling and Recruitment –  
Things You MUST Know  
Find out how recruiters see your social  
media profile

Martin Hardy  
CEO, Social Media Consulting Ltd

Thursday 31st October 2013

CCEG: Focus on ..... the FT  
No FT, No Comment. Find out how the FT  
has evolved from a traditional advertising  
based newspaper to a thriving multi-  
platform global digital proposition.

James Mann. Global B2B Sales Director,  
Financial Times Ltd

Thursday 21st November 2013

CCEG: Focus on .... Sherry  
Brand Repositioning Across Cultures  
Find out how a major Spanish brand  
repositioned its flagship product in the UK  
Jeremy Rockett. Marketing Director,  
Gonzalez Byass UK

Thursday 5th December 2013

CCEG: Knowledge & Insight  
Find out how Lowe Partners help top  
brands engage with the Youth of today!

Allan Fraser-Rush  
Global Planning Director, Lowe Singapore

All events are held at 6.00pm in  
Northampton Business School,  
Cottesbrooke building and light  
refreshments are available.

Tuesday 22nd October 2013

CCEG: Thought Leadership  
Business as War  
As military policy evolves from 'feet on the  
ground' to 'light foot-print' drones, are there  
any strategy lessons for business?

Tom Lloyd. Visiting Fellow, NBS,  
management author & journalist

Tuesday 12th November 2013

CCEG: Knowledge & Insight  
Global Food Trends  
Find out how companies like Waitrose,  
Nestle and Costa keep one step ahead in  
the FMCG market.

*We are  
delivering  
more...*