

# Insight Central London:

IoD Central London newsletter  
January 2016 [www.iod.com](http://www.iod.com)

## A New Year of events from IoD CLB

### Networking and inspiration for 2016



If you're anything like me, the arrival of a New Year provides a natural opportunity for reinvention, invigoration and new growth. We kick off the new Central London Branch calendar with some

foodie networking, but I am especially looking forward to hearing from Jonathan Aitken in February, talking about ways in which he reinvented himself. For anyone considering selling a business, changing careers or looking to build a portfolio career, Jonathan's event is a must. We follow with Sophie Mirman, founder of Sock Shop and Trotters, who chaired a PLC aged 30 and will be sharing a wealth of knowledge about the benefits and pitfalls of listing and raising finance. I hope that you'll join me at these and other events, and that you feel reinvigorated for a successful start to 2016.

**Karella Scott-Daniels,**  
IoD CLB Chairman

### Rebuilding Life After Prison, Politics, and Other Dramas

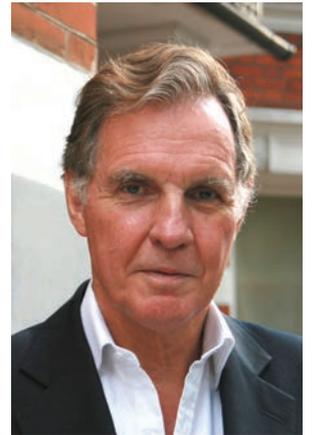
#### Jonathan Aitken talks about a life of reinvention

He is probably best known for a fall from grace that saw him spend time at Her Majesty's pleasure, but dig a little deeper and you'll discover that Jonathan Aitken has had a remarkable life and career. He is a master of reinvention, with roles that include journalist, Cabinet Minister, chairman of a merchant bank, official biographer to Richard Nixon, public speaker, and author.

Jonathan is an engaging and inspiring speaker, and the story of his journey from journalism through to banking and politics will interest anyone who believes in adapting to change and opportunity. Perhaps his most challenging reinvention was that of Cabinet Minister to prison inmate, but Jonathan has used the lessons of this experience to engage in charity fundraising and lobbying, and to win new acclaim as a public speaker.

His tale is one of making the most of what life presents, so if you are seeking inspiration for change in your own life or are simply curious to hear some gossip from the Thatcher and Major eras, this event is highly recommended.

**Monday, 8 February 2016, 6.30pm for 7.00pm**  
**IoD, 116 Pall Mall, London, SW1Y 5ED**  
**Speaker, wine and refreshments**  
**£27.50 Members, £33.50 Guests (inc. VAT)**



**An evening with Sophie Mirman**  
Page 2



**Fusion through food**  
Page 3



**Wine tasting at BMW Park Lane**  
Page 4

# An evening with Sophie Mirman

## Winning, losing, and winning again

The term 'entrepreneur' is somewhat overused, but Sophie Mirman is certainly deserving of the epithet. A serial business creator and one of the most experienced retail gurus in the UK, her story is one of commercial success, failure, and the determination to carry on. The lessons she gained from her experiences will be of interest to any business leader.

Having founded Sock Shop in the 1980s, Sophie found herself chairman of a publicly listed company aged just 30 and with 140 stores across the UK. Expansion to the United States followed, but the company was beset by a number of issues beyond her control, including mild winters, tube and train strikes, and a doubling of interest rates. From a fortune of £56 million, Sophie and her husband lost everything!

Despite this calamity, Sophie found the courage to continue. She founded Trotters, a childrenswear company with branches in London and a significant online presence. This time Sophie decided against borrowing money, going public or having a large business. Her story is an inspirational one and critical for those considering listing, finance, and expansion of any kind.



**Monday, 6 June 2016**  
**6.30pm for 7.00pm**  
**IoD, 116 Pall Mall, London, SW1Y 5ED**  
**Speaker, wine and refreshments**  
**£27.50 Members, £33.50 Guests (inc. VAT)**

# Your PR questions answered... personally

## Connect with the experts at Edelman for 1-to-1 PR advice

The PR networking workshop is back in 2016. One of our most successful events ever, all members have 10 minutes to sit down with a PR expert from Edelman to discuss their PR issues. You may want to know how to write a PR strategy, get your brand on TV for free, ask how best to approach journalists, gain story ideas for your brand, prepare yourself for crisis communications, or even get a second opinion on how your existing PR is doing.

Edelman is the world's largest public relations firm, with more than 5000 employees in 65 cities, as well as affiliates in more than 35 cities. We aim to have 20 or more PR experts available and every attendee will be allocated an expert for brief but intense 1-to-1 session in which the expert will focus on you and your key question. Experts will be from different sectors and areas of expertise so when booking please tell us your sector and your question in no more than 20 words. If you book online please email your company sector and question to [byword@iod.com](mailto:byword@iod.com), making 'PR Event' subject field.

While we must include the disclaimer that advice offered on the night is given with very limited input due to the time-limited style of the event, and that second opinions should be sought before any decisions are made, feedback from a similar event five years ago was excellent. It included: "This was the best event I have attended for years" and "My PR had lots of great ideas and has saved me thousands". As ever there will also be time to network with other members and yet more PR professionals to debate other questions about PR. This is an unmissable event, so early booking is highly recommended.



**Monday, 10 October 2016**  
**6.30pm to 8.30pm**  
**Venue TBC**  
**Advice and networking with refreshments**  
**£27.50 Members, £33.50 Guests (inc. VAT)**

# Central Networking

## Fusion through food, in January

### Central Networking at AVEQIA

Enjoy networking with IoD members and guests at a distinctive gastronomic experience that is specially designed to get people talking. Gathering clients and colleagues around a meal at a restaurant is a classic way to build business relationships. However, it can be difficult to converse with people other than those that are placed immediately next to you. Interactive cooking, on the other hand, brings people together.

At AVEQIA, people can meet and learn how to cook a delicious meal while simultaneously building relationships. Although not a cooking class, preparation of food is the key factor that provides an immersive activity that fosters interaction. Working under the guidance of top chefs, you'll feel the pulse of a real restaurant kitchen and learn the importance of teamwork and timing.

[www.aveqia.com](http://www.aveqia.com)

**Wednesday, 20 January 2016**

**6.30pm for 7.00pm**

**IoD, 116 Pall Mall, London, SW1Y 5ED**

**Workshop, wine and refreshments**

**£27.50 Members, £33.50 Guests (inc. VAT)**



### Exclusive discount on the 4 Course Interactive Cooking Experience

Separate to this event, all IoD members are offered an exclusive discount on the 4 Course Interactive Cooking Experience for a minimum of 12 guests.

The normal price is £205 +VAT per person, but AVEQIA will offer the package for £160 +VAT per person if booked before March 31st 2016.

To take advantage email [enquiries@aveqia.com](mailto:enquiries@aveqia.com) mentioning that you are an IoD member. Your reference is your IoD membership number.

## Welcoming chambers, in February



### Central Networking at Old Square Chambers

Old Square Chambers is delighted to welcome IoD members and their guests for an evening of networking. This leading set of barristers' chambers has occupied its striking building at 10-11 Bedford Row since 2006. The property dates back to the 17th century and was developed by Nicholas Barbon, who was a major property speculator of the era. It boasts original wall paintings that were once believed to be the work of Antonio Verrio, but have since been attributed to John Vanderbank.

Old Square Chambers is renowned for providing specialist services in employment law, personal injury, professional discipline, health and safety and public access. It is highly recommended in the Chambers & Partners and Legal 500 legal directories for offering both specialist knowledge and excellent client service. Located in the heart of the legal London, it is within 5 minutes' walk of both Chancery Lane and Holborn underground stations.

[www.oldsquare.co.uk](http://www.oldsquare.co.uk)

**Wednesday, 10 February 2016**

**6:30pm to 8:30pm**

**Old Square Chambers, 10-11 Bedford Row, WC1R 4BU**

**Free for Members and Guests**

## Clubbable connections, in March

### Central Networking at Mahiki

Mahiki is the ultimate party destination. With its Tiki décor, delicious fresh fruit cocktails and tropical flowers adorning every Honolulu Honey's hair, a night out here is set to be unique in every respect!

Mahiki first opened its doors in 2005 as the brainchild of Piers Adam, David Phelps and Nick House, and has grown to become one of the world's most famous night spots. This March, it opens its doors exclusively to members and guests of the Institute of Directors.

Polynesian for 'Path to the Underworld', Mahiki allows complete escapism, transporting you to paradise no matter what the London weather outside. With no VIP rooms and an open door policy, Mahiki prides itself on its fun atmosphere and the creative detail that goes into every drink, dance and dish. With so many well-known personalities frequenting the venue, Mahiki has become something of a London institution, recognised by an array of fabulous awards.

[www.mahiki.com](http://www.mahiki.com)



**Tuesday, 8 March 2016**  
**6:30pm to 8:30pm**  
**Mahiki, 1 Dover Street, W1S 4LD**  
**Free for Members and Guests**

## Luxury city living, in June

### Central Networking at 250 City Road luxury property development



Looking ahead to June, we join Berkeley Homes North East London at their 250 City Road scheme - a luxury mixed-use development, located on City Road, directly between Angel and Old Street. With almost two acres of WiFi enabled landscaped gardens and courtyards, the Foster + Partners designed development offers a green oasis in walking distance of both The City and Tech City.

[www.berkeleygroup.co.uk](http://www.berkeleygroup.co.uk)

**Wednesday, 8 June 2015**

**6:30pm to 8:30pm**

**Berkeley Homes Marketing Suite, 250 City Road, London, EC1V 2QQ**

**Free for Members and Guests**

On completion, 250 City Road will provide over 933 studio, one, two, and three bedroom apartments and penthouses arranged over eight buildings, including two landmark towers - the tallest of which reaches 42 floors. Onsite residents' only five-star facilities include a seventh floor rooftop gym and fitness terrace, 20m indoor pool and spa, and a 24 hour concierge. A 190-bed hotel operated by international hotelier the NH Hotel Group will sit alongside grade A office and retail space.

First completions are scheduled from early 2019, and prices currently start from £850,000 for a one bedroom apartment. If you are looking to purchase a new home, add to your buy to let portfolio, purchase a pied-a-terre, or merely have a nose around one of London's most interesting developments, we look forward to meeting you over drinks and canapés.

## BMW Park Lane, in July

### BMW Group Centenary Year and Mission:Future

BMW Park Lane is honoured to host a wine tasting for IoD Central London members on Thursday, 14 July 2016 in partnership with Waddesdon Wine - The Rothschild Collection.

BMW Group is celebrating its 100 Years in business in 2016 and as such BMW Park Lane will be organising a number of activities throughout the year. The event will focus on four generations of BMW to show the story of the company so far, in addition there will be a focus and talk about the future for the brand.

Waddesdon Wine will match the relevant decades of cars with wine from DBR - Lafite. In 1868 the Château came into ownership of James de Rothschild, head of the Parisian arm of the Rothschild Bank and for the past 148 years it has remained under family ownership. The family have invested in global projects across 3 continents with pioneering ventures in Chile, China and Argentina. The event highlights the last 60 years of Domaines Barons de Rothschild (Lafite) and an accompanying array of wines.

Throughout the evening there will be guest speakers including Chris Campbell, CEO of The Rothschild Collection.

[www.bmwparklane.com](http://www.bmwparklane.com)

**Thursday, 14 July 2016**

**6:30pm to 8:30pm**

**BMW Park Lane, 70 Park Lane, London, W1K 7TT**

**Free for Members only; Guests may apply for reserve list**



## Young Directors' Forum



Tomasz Letniowski

The Central London Branch Young Directors' Forum has been running for the best part of a decade and continues in its mission of providing opportunities for the IoD's younger and newer directors to network and discuss common challenges.

Taking over the chair from David Gordon is Tomasz Letniowski, a long supporter of the YDF and a great enthusiast for supporting the UK's next generation of leaders. Although YDF events are aimed at those without many years of business or management experience, all IoD members are welcome.

28 January 2016	YDF Breakfast	£15 (inc. VAT)
15 February 2016	YDF Winter Drinks	£5 (inc. VAT)
20 June 2016	YDF Summer Drinks	£5 (inc. VAT)
6 October 2016	YDF Breakfast	£15 (inc. VAT)
5 December 2016	YDF Christmas Drinks	£5 (inc. VAT)

To sign up for any of the listed activities, please visit [www.iod.com/events](http://www.iod.com/events) and select the London branch.

## Get ready for the YDF Mini Conference 2016

### Get in touch with your ideas and contributions

The 2015 YDF Mini Conference was a notable success. With the kind support of Kleinwort Benson, the event sponsor, young directors engaged with a high profile panel: Christian May, Editor of City AM; Ed Vaizey MP, Minister for Culture and Digital Affairs; Jackie Fast of sponsorship agency Slingshot; and Joanne Smith, CEO of RecordSure. Topics debated included: What does the future hold? What should be top of your agenda as a director? How can the government better harmonise preferential tax rates? How can businesses ensure they recruit on a fully blind basis to race, gender, and sexual orientation?

The YDF Committee is keen to receive ideas and contributions to develop the 2016 Mini Conference. This will likely be timed to coincide with Global Entrepreneurship Week in November, but don't delay in making your voice heard. Share your ideas on Twitter via [@iod\\_ydf\\_london](https://twitter.com/iod_ydf_london) and use the hashtag [#iodnextgen](https://twitter.com/iodnextgen). Alternatively, email the committee chair directly: [tomasz@traductio.co.uk](mailto:tomasz@traductio.co.uk)



 **Kleinwort Benson**

## Get LinkedIn to future events

The IoD Central London Branch LinkedIn group now counts well over a thousand members! Are you using this channel to network and keep up to date with future events?

Visit <http://linkd.in/s4ZPsL> now to be part of it.

**LinkedIn**

## Reach 5,000 business leaders in London

### Become a sponsor of CENTRAL and promote your business to directors in the Capital

Communicating with senior business leaders is a marketing and sales imperative for many organisations. Sponsoring or advertising in this newsletter offers an affordable opportunity to place your brand or advertorial content in front of one of the most sought-after audiences in Britain. For more information and a rate card please email [iod@byword.org](mailto:iod@byword.org) with 'sponsorship or advertising' in the subject line.

# CLB Events Calendar

Plan to be inspired with IoD Central London Branch events.

Book your place at IoD Central London Branch events by visiting [www.iod.com/events](http://www.iod.com/events).

If you need assistance or have any difficulties with our website, please email [admin.clb@iod.net](mailto:admin.clb@iod.net) or call **01895 811430**.

<b>20 JANUARY</b>	Central Networking. 6.30pm to 8.30pm. AVEQIA London, 2 St. Bride Street, EC4A 4AD Free for Members and Guests
<b>28 JANUARY</b>	YDF Breakfast. For details and to book, visit <a href="http://www.iod.com/events">www.iod.com/events</a> and select the London branch. £15 for Members and Guests
<b>8 FEBRUARY</b>	Reinvention: Jonathan Aitken. 6.30pm for 7.00pm IoD, 116 Pall Mall, London, SW1Y 5ED £27.50 Members, £33.50 Guests
<b>10 FEBRUARY</b>	Central Networking. Old Square Chambers, 6.30pm to 8.30pm Old Square Chambers, 10-11 Bedford Row, WC1R 4BU Free for Members and Guests
<b>15 FEBRUARY</b>	YDF Winter Drinks. For details and to book, visit <a href="http://www.iod.com/events">www.iod.com/events</a> and select the London branch. £5 for Members and Guests
<b>8 MARCH</b>	Central Networking. Mahiki. 6.30pm to 8.30pm Mahiki, 1 Dover Street, London, W1S 4LD Free for Members and Guests
<b>6 JUNE</b>	An evening with Sophie Mirman. 6.30pm for 7.00pm IoD, 116 Pall Mall, SW1Y 5ED. Speaker, wine and refreshments £27.50 Members, £33.50 Guests
<b>8 JUNE</b>	Central Networking. Berkeley Homes. 6.30pm to 8.30pm Berkeley Homes Marketing Suite, 250 City Road, London, EC1V 2QQ Free for Members and Guests
<b>20 JUNE</b>	YDF Summer Drinks. For details and to book, visit <a href="http://www.iod.com/events">www.iod.com/events</a> and select the London branch. £5 for Members and Guests
<b>14 JULY</b>	Central Networking. BMW Park Lane. 6.30pm to 8.30pm BMW Park Lane, 70 Park Lane, W1K 7TT Free for Members only; Guests may apply for reserve list
<b>6 OCTOBER</b>	YDF Breakfast. For details and to book, visit <a href="http://www.iod.com/events">www.iod.com/events</a> and select the London branch. £15 for Members and Guests
<b>10 OCTOBER</b>	Your PR Questions. 6.30pm to 8.30pm Venue TBC. Advice and networking, with refreshments. £27.50 Members, £33.50 Guests
<b>5 DECEMBER</b>	YDF Christmas Drinks. For details and to book visit <a href="http://www.iod.com/events">www.iod.com/events</a> and select the London branch. £15 for Members and Guests

## Social events booking terms and conditions

- Cancellation Policy - Social events are non-refundable, although delegates may be substituted at any time at no extra charge.
- Non-members may only book two events before they are required to join the IoD. If you are a non-member attending at the invitation of a member you may attend as many events as you wish. If you wish to find out more about membership please contact [membership@iod.com](mailto:membership@iod.com).
- To make any changes to your booking please email [admin.clb@iod.net](mailto:admin.clb@iod.net)

All prices include VAT.

Please contact your Branch Committee should you have any queries:

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