

LONDON CALLING – LAURA HAYNES SPEAKS

16 APRIL 2007

Only days to go until the London Mayoral elections.

As you would expect the media have gone into overdrive but more are concentrating almost exclusively personalities involved. If it's not about Ken it's about Boris. And if it's not about Boris, it's about Brian. When are we going to start talking about London itself and the Londoners who will be directly affected? The answer is **NOW**.

On April 15th the Inspired Leaders Network was joined by two voices of authority who know exactly what they are talking about when it comes to our capital. First up is Laura Haynes, founder of the leading brand and communications agency Appetite. When Ken Livingstone was first elected Mayor it was high on his priority list to re-brand the city. But what was in his head? What was his original brief? And has it lived up to that brand?

London means so many things to so many people but until the position of Mayor was created in 2000 we have always left our visitors to be the ones to describe the city and outline what it stands for. Has this now changed after 8 years of Ken at the helm? Is there uniformity and consistency of language and perception when it comes to our capital?

London has become THE premier city in the world; it has been awarded the 2012 Olympics, people are flocking to work here, development is growing at an exponential rate and it is now regarded as the richest city on the planet. But why? What are the secrets behind its success? And do the statistics lie? It's one thing to look at the vision, strategy and process behind this success story but looking at the reality is something entirely different.

Also talking was Barry Quirk, CEO of Lewisham Council. It's his job to continually question and improve the four pillars of any great city - homes, work, life and education. He is the man on the ground that deals with everyday situations and people and has the inside knowledge of life in London.

For further information please call Laura Haynes, Director, Appetite