



Ian Johnson, Managing Director, Out Now Consulting



Ian Johnson is the founder of Out Now, and for more than 15 years has been recognized as one of the world's foremost authorities on marketing to gay and lesbian customers.

Over a specialized career, he has been relied upon by many of the world's leading brands including Barclays, Hilton Hotels, Relate, IBM, Toyota, KLM, Lufthansa, Cable & Wireless and Citibank. Out Now provides a comprehensive range of gay marketing services including advertising, research, strategy development, training and public relations.

Out Now Consulting is one of the world's most experienced gay marketing companies. The company has offices in several countries including the Netherlands, UK, Belgium and Australia. In 2005 Out Now Consulting commenced gay marketing activities for clients in North America, which sees the agency fulfill its vision of being the leading local gay marketing specialists globally.

An increasing number of brands are now developing targeted gay and lesbian marketing strategies as they realize that this important consumer group has unique channels to market, executional cues and consumer needs. By better understanding gay and lesbian customers, companies are now learning how to better position their brands for this new marketing development.

Ian Johnson is one of the world's foremost authorities on developing effective strategies to reach lesbian and gay customers and delegates will benefit greatly from an up-to-date presentation about why more and more companies find it essential to target this valuable consumer niche. For information on services, visit

<http://www.outnowconsulting.com/>

Jonathan Wibberley,
Campaign Effectiveness Manager, BT Retail



BT Retail is a major force in the communications market and has: 18,000 employees, 20 million customers and annual revenues of £12.5 billion generated in 2004/5.

Customers are at the heart of BT Retail business, which focuses on developing new market opportunities and innovative products and services. For the consumer market, BT Retail develops and delivers innovative propositions, such as BT Fusion, BT Talk Together, Entertainment, BT Answer and BT Broadband. BT Retail operations include BT regions,

customer service, products, mobility and strategy, enterprises and support activities.

BT Kaleidoscope LGBT Communities

BT has over 107,000 employees, of which around 6% may identify themselves as lesbian, gay, bisexual or transgender (LGBT). We work across all functions and at all levels within the company and make an enormous contribution to the performance and success of BT. BT is a Stonewall Diversity Champion promoting best practice on LGBT related issues.

BT Kaleidoscope objectives are to take lesbian, gay, bisexual and transgender people (LGBT) to the heart of BT. Kaleidoscope was set up to ensure equality, fairness and representation at all levels and to create professional and personal development opportunities. It also builds recognition of the LGBT value in the Company's performance and ensures that the diversity of BT's customers is recognised.



Robert Oakley,
Partner, Bates Wells & Braithwaite



Robert is a partner at Bates Wells and Braithwaite studied and qualified at East London University with a BA (Hons) Business Administration and at College of Law London (CPE/LPC). Admitted Solicitor 1999 he is specialist in contentious work for commercial organisations, charities and private clients, working in Intellectual Property including Trade Marks (registration, infringement, licensing etc), passing off, copyright, contractual disputes, professional and negligence claims. Robert is experienced in all major forms of dispute resolution including litigation, arbitration, adjudication and mediation.

He is an advisor to regulatory body and Co-Author of Jordan's Charities Administrative Service handbook as well as contributor to other publications. Robert is also an advocate in the High Court, County Court, regulatory body (oral hearings) and Trade Marks Registry.

About Bates Wells & Braithwaite

Bates Wells & Braithwaite was founded over 100 years ago and is one of only a handful of new firms established in the City since then. Today the London office is made up of 19 Partners, 44 Assistant Solicitors and 9 Trainee Solicitors plus a full complement of back-up staff.

We were co-founders in 1971 of the PARLEX GROUP of European lawyers, which now consists of a network of law firms throughout Western Europe. We have always had a policy of welcoming foreign law students and lawyers as observers. The Parlex Group was registered as the first EEIG in Britain and is its oldest such group.



Renato Labi, Partner, Hughes Fowler Carruthers

Renato became a partner at Hughes Fowler Carruthers on 1 April 2005. He studied international history and politics at Leeds University, and qualified as a solicitor in 1997. He spent a year as a commercial litigator in City law firm DLA before joining the family department of Bates, Wells & Braithwaite in 1998.

Renato has wide experience in dealing with financial disputes within divorce proceedings and following cohabitation, and in complex private law children cases. He is a member of Resolution and he sits on its London Region Committee.

Renato lives in North London. His interests include politics, music and the arts. He is a trustee of Abbey Road concerts, a classical music concert series with an outreach programme for local school.

About Hughes Fowler Carruthers

Hughes Fowler Carruthers is a leading niche practice in the City incorporating the entire family department of Bates, Wells & Braithwaite, and partners from Manches and Sears Tooth. The firm is consistently top rated and recommended by the two most respected legal directories, Chambers and The Legal 500.



Ben Summerskill,
Chief Executive, Stonewall



Ben Summerskill is chief executive of Stonewall. As well as playing a key role in parliamentary lobbying, Stonewall works in a range of other areas promoting fair treatment for lesbians and gay men across Britain. Stonewall's Diversity Champions programme for employers now works with 170 major organisations across Britain including ten FT-SE 100 companies and public bodies such as the Inland Revenue and the Royal Navy. More than three million people, one in ten of the UK workforce, are employed by members of the programme.

Ben is also a member of the steering group appointed by the Secretary of State for Trade and Industry to establish a new Commission for Equality & Human Rights. He is a co-opted member of the executive of the Fabian Society, advising on research and diversity. Previously, Ben was Assistant Editor of the Observer. He has also worked for the Daily Express, the London Evening Standard and a range of magazines including the Pink Paper, The Face and Time Out. Prior to becoming a journalist Ben was operations director of a publicly-quoted restaurant and hotel company.

Stonewall

Stonewall was founded in 1989 by a small group of women and men who had been active in the struggle against Section 28 of the Local Government Act. This was an offensive piece of legislation designed to prevent the so-called 'promotion' of homosexuality in schools; as well as stigmatising gay people it also galvanised the gay community.

The aim from the outset was to create a professional lobbying group that would prevent such attacks on lesbians, gay men and bisexuals from ever occurring again. Stonewall has subsequently put the case for equality on the mainstream political agenda by winning support within all the main political parties and now has offices in England, Scotland and Wales.

Stonewall is renowned for its campaigning and lobbying. Some major successes include helping achieve the equalisation of the age of consent, lifting the ban on lesbians and gay men serving in the military, securing legislation allowing same-sex couples to adopt and the repeal of Section 28. More recently Stonewall has helped secure civil partnerships and ensured the recent Equality Act protected lesbians and gay men in terms of goods and services.

Stonewall also works with a whole range of agencies to address the needs of lesbians, gay men and bisexuals in the wider community. Our Diversity Champions programme offers advice and support to over 185 organisations including IBM, Barclays, Barnardos, DTI and the Royal Navy.

In addition Stonewall promotes new research, for example Tuned Out: the BBC's portrayal of lesbian and gay people and other research looking at homophobic bullying in schools, and has taken legal test cases that challenge inequality (e.g. on the age of consent and lesbians & gays in the armed forces).

More recently Stonewall has formed partnerships with organisations outside Parliament to ensure the rights and needs of lesbians, gay men and bisexuals are addressed in the wider community. Stonewall has also raised public awareness in terms of civil partnership, through our Get Hitched guide, and on the changes to the employment regulations relating to sexual orientation through guides for both employers and employees.

Stonewall receives no public funding and raises all its money itself in a range of ways including donations, sponsorship, and fundraising events.



Sarah Bridgman,
Insight Manager, OMD Insight



After graduating in 1999, Sarah joined Manning Gottlieb OMD as a TV planner. She developed a keen interest in research and understanding the consumer and three years later joined the consumer insight department where she works across all the agencies clients and on new business pitches.

At work, Sarah's day is full of initiating and handling bespoke quantitative and qualitative research projects and ensuring that consumer insight sits at the core of media planning.

Out of work she is completing a course in nutrition, enjoys travelling, eating out and socialising with friends.

OMD

OMD is one to the top 5 media agencies in the UK, providing communications solutions to their clients. OMD Insight operates as one of the strategic business units within the agency, undertaking quantitative and qualitative research projects to understand the consumer and promote more focused targeting.



David Muniz,
Commercial Director, Gaydar Radio



David Muniz acted as a professional consultant to QSoft Consulting for a number of years and finally joined the management team permanently during 2005. From 1994 he was the Managing Director of CompuSystems LLC and during 1999 he became a co-owner of the business. It was an audiotext company which operated in 3 cities in the United States and under David's stewardship the company grew to encompass 25 cities in 5 countries by 1998. David has 15 years of marketing and advertising experience within the gay market. He studied at Tulane University in New Orleans, Louisiana and graduated with a BA Degree in economics.

An Overview of QSoft

QSoft Consulting is a technology company with a portfolio of multi-platform brands. These include gaydar.co.uk and its related URLs, gaydargirls.com, gaydarradio.com, gaydartravel.com and rainbownetwork.com.

Gaydar.co.uk has over 3 million members. According to Hitwise, the leading online competitive intelligence service, gaydar.co.uk is the UK's largest gay and lesbian dating website by share of visits (October 2005). In that month, gaydar.co.uk received 13.95% of all visits made to dating websites, ahead of heterosexual focused websites such as datingdirect.com (7.99% share of visits), update.com (4.89% share of visits) and match.com (3.47% share of visits).

GaydarRadio is the largest independently owned radio station in the UK. GaydarRadio is also the largest gay & lesbian station in the world, with over 2 million unique listeners every month.



Bernard Donoghue,
Head of Government and Public Affairs, VisitBritain



He has overall responsibility for the Government agency's public affairs and manages the relationship and accountability of the organisation to all of the UK's political institutions, including the devolved administrations in Scotland, Wales and Northern Ireland. He also has particular responsibility for liaison with, and advice to the Royal Households. Since 2004 he has had responsibility for VisitBritain's support for the successful London 2012 Olympic and Paralympic bid.

Bernard is Deputy Chair of TIER, the Tourism Industry Emergency Response Group, which manages communications, liaises with the industry and advises Government in the event of crises affecting the tourism industry notably Foot and Mouth disease, the events of September 11th, SARS, 2005 London bombings and avian flu.

Prior to his role at VisitBritain (and its predecessor body the British Tourist Authority), Bernard held a number of policy, campaigning and communications positions in the House of Commons and House of Lords, for the Secretary-General of the Council of Europe, the National AIDS Trust, disability organisations, and for the late Diana, Princess of Wales.

Bernard, 37, is a Fellow of the Royal Society for the Arts (FRSA), Member of the Tourism Society (MTS), Member of the Chartered Institute of Public Relations (MCIPR), and lives in London.

VisitBritain

VisitBritain markets Britain to the rest of the world and England to the British. VisitBritain's mission is to build the value of tourism to Britain by generating additional revenue throughout Britain and throughout the year by creating world-class destination brands and marketing campaigns. VisitBritain also builds partnerships with, and provides insights to, other organisations that have a stake in British and English tourism.



Melissa Marriott,

Commercial Director, Marketing Manchester



Melissa Marriott is Commercial Director at Marketing Manchester, the tourist board for Greater Manchester. Melissa is responsible for the departments that attract and service the visitor: the destination marketing team;

conference desk; visitor information department (including tourist information centres) and the sales and membership team.

Melissa has been specialising in public sector marketing and tourism for the past fifteen years and came to the role of Commercial Director from Manchester Metropolitan University, where she worked as Head of Marketing for three and a half years. Previous posts include several years at Stockport Metropolitan Borough Council as Tourism and Marketing Manager, where she was responsible for co-ordinating Stockport's first tourism strategy



Louise Latham,

Head of Communications, Marketing Manchester



Louise Latham is Head of Communications at Marketing Manchester. As such she has responsibility for the corporate profile of Marketing Manchester and for the media profile of Greater Manchester as a destination for both leisure and business visitors.

Marketing Manchester is The Tourist Board for Greater Manchester. Established in 1996 as the Agency to promote Manchester on a national and international stage, Marketing Manchester became The Tourist Board for Greater Manchester on 1st April 2004. its Aim is to develop Greater Manchester into a leading leisure, learning and business tourist destination for domestic and international visitors, enhance the national and international reputation of the city-region and promote sustainable economic development and growth.

Scott Ellis, Regional
Marketing Director, London. Hilton Group



Hilton Hotels Corporation is recognised internationally as a pre-eminent hospitality company... owning, managing and franchising hotels with several of the world's most recognised brand names, including Hilton®, Hampton Inn®, Doubletree®, Embassy Suites Hotels®, Homewood Suites by Hilton®, and Conrad Hotels®, as well as many of the most famous hotels to be found anywhere, such as New York's Waldorf=Astoria®, Waikiki's Hilton Hawaiian Village® and Chicago's Palmer House®. Our family of brands and hotels offers guests and customers the finest accommodations, services, amenities and value for business or leisure. Its mission is to be the first choice of the world's travellers building on the rich heritage and strength of our brands by Consistently delighting our customers, investing in our team members Delivering innovative products and service, expanding our family of brands Continuously improving performance in our balanced scorecard.



Jason Pollock,
Chief Executive, EuroPride



Following an early career with BBC Television Light Entertainment and the early days of LBC Radio, Jason Pollock created his own PR and marketing company, Pollock Symes Associates. The company handled public relations for many of the worlds most famous celebrities, West End musicals and major movies. In 1984 Pollock joined breakfast station TV am as Head of Entertainment and Features. When the station lost its franchise in the 'bidding war' of 1993 he formed The Entertainment Partnership comprising network television and corporate production, public relations and artist management. In 1999 Pollock was appointed Festival Director for Mardi Gras. He founded Pride London with like minded people in 2004.



Lucy George,
Senior Consultant, LEWIS PR



Lucy is responsible for developing a client's messaging and creating the strategy to establish and build their position. Lucy has ten years experience in PR and marketing communications within IT and five years experience in the media. Lucy has worked in the UK and the US for BBC Television, Paramount Communications and MTV Networks.

In addition to campaigns for IT professional services specialist, Parity, Lucy has devised and delivered marketing and communication projects for The Metropolitan Police, Vodafone, ING and Kurt Geiger as well as managing joint PR campaigns for customers as diverse as The Cabinet Office, Norwich Union, the GMB Union and BT.

LEWIS is a global public relations consultancy with 19 offices across the globe. Founded in 1995, the agency works with leading and emerging brands in the most demanding industry sectors around the world.



Jon Howard,
Strategy Director, Quiet Storm



Jon is Strategy Director at Quiet Storm, the latest instalment of a career in advertising spanning nearly 20 years. He has worked with many famous brands across a wide range of markets (Stella Artois is his favourite). Excited by the challenges and opportunities a digital, networked world offers brands and communication, Jon runs a number of websites on these subjects. Outside the day job, he buys too many CDs, still reads comics, likes being outdoors, and is fascinated by history, folklore and story telling in general.

Quiet Storm is an advertising agency with considerable experience in hard to reach audiences. We all know the old communications models are not as effective as they once were. A fragmenting media landscape makes it ever harder to be seen by people who are increasingly unlikely to trust what we say, relying instead on networks of personal contacts to guide them. Consequently, we see our job as less telling people what to do and think about a brand, and more getting them talking to each other about it. We look to develop big ideas that work as conversational catalysts, with the ultimate objective being to create communities of brand advocates. And thanks to our unique position as the only UK agency with in-house production capabilities, across a wide range of 'media', we can do this with a promise of total quality control from strategy to final execution. Our client include Heat magazine, BT (Diversity campaigns & events) and Kerry Foods.



Daniel Sector,
Head of Brand Communications, Egg



Daniel Sector is Head of Brand Communications at Egg. Since joining Egg four years ago, he has been responsible for several high profile campaigns including the most recent Guinea Pig creative for both Egg Money and Egg Card. Before moving 'client side', Daniel worked for six years at several integrated agencies in London including Lowe Direct (now Draft London) and Tullo Marshall Warren.

Egg

Since its inception in 1998, Egg has grown into the world's largest pure online bank. This success has come through helping its customers to understand and manage their money more effectively. Egg currently has more than 3.6 million customers.



Sukh Walia,
Investigations Executive,
Advertising Standards Authority



Sukh joined the Advertising Standards Authority in June 2003 after completing an MSc in Politics and Government. Her role as an Investigations Executive involves investigating potential breaches of the advertising standards codes and making recommendations to the ASA Council, based on consumers' sensitivities, commercial realities and previous precedent. As part of the role she liaises and negotiates with advertisers, media, consultants and other regulators and organisations. She is a member of the Advertising Viewing Committee, which approves ads for forthcoming 18 certificate films.

The Advertising Standards Authority (ASA) is the independent body that investigates and adjudicates on complaints about advertising. The ASA works in the public interest to keep advertising standards high. It is independent of the government and the advertising industry.



Jane Czyzselska' Editor Diva

DIVA



Diva

DIVA magazine was launched in 1994 and remains Europe's biggest-selling lesbian magazine, offering readers 100 glossy pages of vital information: news, entertainment, travel, music, scene, real life features and listings.



Chief Executive, Kikass, Neil Almond

:kikass.tv
STREET TEAMS

Kikass is a charity that brings together young people across the UK to champion career and personal development, while channelling raw talent into finding creative solutions to social issues and building active communities among 16-26 year olds.

Kikass has a reputation for embracing youth culture and makes strong use of modern marketing techniques to connect and communicate with young people. Our projects and campaigns focus on the solution, not the problem and work across a range of issues that matter to youth culture - HIV/ sexual health; money & debt; drugs & alcohol; wellbeing... Because of this we have an enviable list of funders including Virgin, Levi's, O2, Barclays and the COI.