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## Brand Authenticity: The message vs the truth.

How does a firm find its voice in a diverse world? What messages can be shared and what stand should firms take? Should firms be honest about the message or say what they think people want to hear? How can social media be managed? What is the role of the marketing and business development executives in shaping the message? And what happens when it all goes wrong?

- Dealing with Polarisation of opinion vs the echo chamber
- New gen challenges
- D&I: Voices and messages – faking it or making it
- Client views



**Richard Levick**  
Chairman & CEO, Levick

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## Discussion Panel – Multidisciplinary Perspective on Brand Authenticity



**Richard Levick**  
Chairman & CEO, Levick



**James Batham**  
Partner, Head of Client Facing Innovation, Eversheds Sutherland



**Kenneth Robertson**  
Head of Outsourcing, Technology & IP legal team, RBS / NatWest



**Bendita Cynthia Malakia**  
Global Head of Diversity & Inclusion, Hogan Lovells



**Michele DeStefano**  
Founder, LawWithoutWalls, Professor of Law, University of Miami