



L21 EXECUTIVE SERIES BRANDING CONFERENCE 2010

LAUNCHING, RE-LAUNCHING & REPOSITIONING BRANDS
14-15 SEPTEMBER, L'AQUA, COCKLE BAY WHARF, SYDNEY

AUSTRALIA'S PREMIER EVENT ON BRANDING AND MARKETING STRATEGY

L21 Executive Series Branding 2010 is a significant learning opportunity and networking event. Since 2003 when we held our first conference, L21 events on branding strategy have become the benchmark. To create an outstanding program, we rely on the latest in-house and commissioned research in asking the most important and difficult questions. To deliver an outstanding annual event, we invite only experienced, senior speakers – CEOs and CEO-reports – in charge of the most successful brands. The result each year is Australia's most impressive program of presenters on the topic.

THE 2010 CONFERENCE IS AN EVENT DEDICATED TO EXPLORING SUCCESSFUL STRATEGIES AND USING PROVEN TACTICS FOR LAUNCHING, RE-LAUNCHING AND REPOSITIONING CORPORATE & PRODUCT BRANDS.

The determinants of successful or unsuccessful brand activity change frequently because the environment and market has changed. Customers are no longer 'passive'. The market and media is more complex and multi-dimensional than before. Timeless principles remain – but research suggests most initiatives use outdated strategies and/or are poorly executed. Most initiatives subsequently fail to achieve an acceptable, or any, ROI.

Over two days, **L21 Executive Series Branding 2010** looks at imagining strategies and adopting tactics that will work in the current environment. If you if you are launching, re-launching or repositioning your corporate and/or product brand, or intend to, attending is an important personal and professional investment.

NINETEEN OUTSTANDING PRESENTERS OVER TWO DAYS – STRATEGIES & TACTICS FOR LAUNCHING, RE-LAUNCHING AND REPOSITIONING BRANDS

WHAT HAS CHANGED?

Erminio Putignano, Managing Director

FUTUREBRAND AUSTRALIA

LAUNCHING BRANDS – CASE STUDIES

Tom Dery, Worldwide Chairman

M&C SAATCHI

Andrew McEvoy, Managing Director

TOURISM AUSTRALIA

Gillian Franklin, Managing Director

THE HEAT GROUP

Dale Holmes, CEO

TEAM GREATER WESTERN SYDNEY (AFL)

Dinesh Chinnappa, General Manager –
New Ventures

ATECO (GREAT WALL MOTORS)

RE-LAUNCHING BRANDS – CASE STUDIES

Bruce Buchanan, CEO

JETSTAR

John Rule, National Sales & Marketing Manager – Polaroid

HAGEMEYER

Greg Abbey, Head of Brand & Marketing

BOQ

Ashley Farr, National Planning Director

SMART

REPOSITIONING ICONS

Angus Kingsmill, CEO

MAMBO

Peter Nochar, Managing Director

HARLEY-DAVIDSON AUSTRALIA

Amanda Johnston-Pell, Executive Director, Brands
and Marketing Communications

TELSTRA

Mark Wilson, Director of Marketing

IBM (ANZ)

SPECIAL FOCUS: ADAPTING TO THE CHANGING MEDIA ENVIRONMENT

Harold Mitchell AO, Executive Chairman

MITCHELL COMMUNICATION GROUP

Rohan Lund, CEO

YAHOO!7

Karim Tamsamani, General Manager (ANZ)

GOOGLE

Tony Iffland, General Manager – Australia

BBC WORLDWIDE

Michael Ebeid, Director – Corporate Strategy & Marketing

ABC

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The core principles behind **LAUNCHING, RE-LAUNCHING & REPOSITIONING BRANDS** are timeless – but the strategy and tactics needed to successfully executing and implement these principles have changed.

A REVOLUTION HAS ALREADY OCCURRED

Consumers are now much more in control of brands. They can reinterpret brand messages. They have more control over what they read, watch, see and listen to. They seek to influence the environment around them rather than merely absorb information and 'consume'. Whereas once companies branded and classified consumers, the environment has now reversed: **CONSUMERS NOW INCREASINGLY BRAND COMPANIES AND PRODUCTS.**

Technology has also altered the media and advertising environment. Research by Brand Council shows that the average consumer is exposed to more than **3,000 ADVERTISING MESSAGES** a day across a variety of mediums. While the number of marketing mediums has multiplied, consumers engage with these mediums more actively and in different ways to what came before.

...AND FOR COMPANIES LAUNCHING, RE-LAUNCHING OR REPOSITIONING BRANDS?

Extensive research shows that the most successful brand launches, re-launches and repositioning initiatives have these things in common:

- **They understand that the consumer have changed**
- **They understand that the media environment is constantly changing**
- **They imagine strategies, and adopt tactics, that are responsive to and specifically tailored for a new environment**

Those companies and brands that accept these realities will succeed. Those that do not will fail no matter how much resources they devote to launching, re-launching or repositioning their brands.

WHY YOU SHOULD ATTEND?

The L21 Executive Series Branding 2010 conference is not for every marketer. But if you are launching, re-launching or repositioning your brand, or intend to, then the conference is specifically designed for you.

Think of it this way: In the last three years, about two thirds of companies surveyed in the top 1,000 private and public lists have recently (within the 3 years), or are currently, spending significant amounts of their marketing budget launching, re-launching or repositioning a corporate or product brand. Of these, about **75 percent** are certain that the marketing investment **HAS NOT** been worthwhile, or are unsure that it will be in the future.

According to *The Economist*, launching new brands or rebranding, remain the most risky of all marketing activity. It is also the most significant trigger for either dramatic **BRAND EQUITY INCREASE OR DECLINE** – much more so than any other activity. As you already know, for brands and businesses of all sizes, this is a serious activity!

Some companies and executives 'get' changes in the environment and have adapted – others don't. Where do you stand? **L21 Executive Series Branding 2010** offers advice, lessons, and insights by experts considered amongst the foremost **THOUGHT LEADERS** on launching, re-launching and

repositioning brands; as well as from corporate leaders that have successfully led, or are leading, the brand efforts of some **GREAT BRANDS.**

What do you need to learn? Devoting two days to these important topics, delegates will take away valuable lessons to use in the **STRATEGY & TACTICAL EXECUTION** for launching, re-launching or repositioning corporate and/or product brands. These include:

- **Which principles & processes remain timeless and which ones are evolving or changing?**
- **Making sense of the changing and increasingly complex media environment to your advantage**
- **Overcoming consumer biases against your brand during launch, re-launch and repositioning**
- **Launching, re-launching and repositioning brands in saturated and untapped/new markets**
- **Launching a brand in unfamiliar and/or hostile territory**
- **Re-launching a failed brand into a new market**
- **Lessons from successful and unsuccessful repositioning case studies**
- **Sustaining the momentum of a brand repositioning initiative**
- **Launch, re-launch and repositioning tactics – what works and what doesn't?**

THE L21 DIFFERENCE

We have put considerable effort into designing an outstanding program and securing the best presenters. Our aim is to provide benefits to attendees and their companies that significantly exceed the cost of attending the event.

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SEE WWW.L21.COM.AU FOR FURTHER INFORMATION**

Day One:

Tuesday September 14

8:50AM REGISTRATION

9:10AM DR. JOHN LEE, MANAGING DIRECTOR, L21 PTY LTD
Opening & Welcome

CHAIR

9:20AM ERMINIO PUTIGNANO, MANAGING DIRECTOR, FUTUREBRAND AUSTRALIA

Theme: Setting the Scene

Launching, re-launching and repositioning brands... Which principles and processes are timeless and which ones are evolving and ever-changing?

With experience in Australia, Europe and Asia, Erminio has been responsible for the re-birth of brands such as luxury car brands Maserati and Ferrari, home-appliance brand Ariston, and has consulted for brands such as MasterCard, L'Oreal and Coca-Cola. Since joining FutureBrand, he has worked on the creation of new brands in Australia and India in media, resources, finance, retail, FMCG, sport and telecommunications. Erminio is also an adjunct professor at RMIT University.

RE-LAUNCHING BRANDS – CASE STUDIES

9:50AM JOHN RULE, NATIONAL SALES & MARKETING MANAGER – POLAROID, HAGEMEYER

Theme: Re-launching the Polaroid brand in a changed market

The death of Polaroid has been exaggerated. Once a leader in instant-print cameras, many experts concluded that the arrival of the digital age would see the end of the Polaroid brand. Instead, the iconic brand and instant photography is back – carving a significant space for itself in the US and Europe, and now in Australia. John will take us through key elements of blending the old with the new, and the thinking behind writing the next chapter of the Polaroid brand.

10:15AM GREG ABBEY, HEAD OF BRAND & MARKETING, BOQ

Theme: BOQ Bank Relaunch – Inside Out Approach

In 2010, Bank of QLD launched its biggest brand campaign in its 136 year history. The culmination of an 18 month 'inside out' review, the re-launch encompassed not only a name change (to BOQ) but involved the fundamental repositioning of the bank's core strengths and brand message. In an era where superficial brand repositioning in the financial industry is rife, Greg will take us through the extensive 'Inside Out' approach and thinking.

10:40AM DISCUSSION

10:50AM MORNING TEA

SPECIAL KEYNOTE – UNDERSTANDING MEDIA

11:10AM HAROLD MITCHELL AO, EXECUTIVE CHAIRMAN, MITCHELL COMMUNICATION GROUP

Theme: Making sense of media fragmentation – myths, facts, possibilities

Widely regarded as Australia's most influential media planner and buyer, Harold and the Mitchell Communication Group (rated Australia's top media buyer for the past 6 years) has built an unrivalled reputation in anticipating and responding to the changing and evolving media landscape, as well as the corresponding needs of its clients. In a complicated media environment characterized by choice and fragmentation, Harold will offer some clear-thinking advice for senior executives: how to ensure your brand reaches the right people at the right time – and critically, at the best possible price.

LAUNCHING NEW BRANDS – CASE STUDIES

11:50AM DALE HOLMES, CEO, TEAM GREATER WESTERN SYDNEY

Theme: Launching a new team and brand in unfamiliar territory

When the AFL announced that a team would be launched in west Sydney, many marketing and sports analysts were skeptical that the brand would fly: unfamiliar AFL territory, unproven grassroots support, competition with established sporting codes, uncertain corporate buy-in etc. Team GWS also needs to forge a coherent identity amongst 14 unique communities in Sydney's west – no mean feat. Dale will look at the launch of Team GWS and offer thoughts on how the new team and brand can succeed in such unfamiliar and even hostile territory.

12:20PM DINESH CHINNAPPA, GENERAL MANAGER – NEW VENTURES, ATECO (& GREAT WALL MOTORS)

Theme: Launching and succeeding with a Chinese brand in a saturated market

China has a reputation for producing low-end products at cheap prices. Anything from lead-paint to contaminated milk has also seriously damaged the brand of Chinese made goods in international markets. It is therefore difficult to overstate the challenge facing Ateco in successfully launching Chinese brand Great Wall Motors into an already saturated and extremely competitive Australian automobile market. In a remarkably interesting case study, Dinesh will look at overcoming these obstacles and introducing the Great Wall Motors brand – which already exports cars to over 80 countries – to a wary Australian market.

12:50PM DISCUSSION

1:05PM LUNCH

BRAND AUSTRALIA – FROM PLANNING TO LAUNCH CASE STUDY

2:05PM TOM DERY, WORLDWIDE CHAIRMAN, M&C SAATCHI

Theme: Building the 'architecture' for a brand launch

M&C Saatchi is the creative brain behind the Brand Australia campaigns. In a fascinating case study of the agency-client interaction, Tom will talk about designing and building the 'architecture' needed for large, high-profile, and complicated campaigns.

A Founding Partner of The Campaign Palace and Managing Director of DDB Melbourne, Tom founded M&C Saatchi in the Asia Pacific region in 1995 – building it into one of the largest and most successful agencies in the region. Tom also spent 18 months in academia as Visiting Fellow at Monash University in Melbourne. He holds degrees from UNSW (B. Comm) and Stanford University (M.B.A.). He is Chairman of The Australian Cancer Research Foundation and the Sydney Dance Company and a Board Member of Sydney Aquarium and Asialink.

2:40PM ANDREW MCEVOY, MANAGING DIRECTOR, TOURISM AUSTRALIA

Theme: Launching the new global tourism campaign

Having just launched a three year \$150 million global tourism campaign, There's Nothing Like Australia, in order to reposition 'brand Australia' following the previous Where the bloody hell are you? Campaign, Andrew (appointed as MD in January 2010) and Tourism Australia is under enormous pressure to succeed. A former journalist and Chief Executive of the SA Tourism Commission, Andrew will look at some of the critical thinking and tactics – including the creative use of interactive technology – to ensure a successful re-launch of 'brand Australia'.

3:15PM AFTERNOON TEA

REPOSITIONING ICONS – CASE STUDIES

3:30PM ANGUS KINGSMILL, CEO, MAMBO

Theme: Lessons from Mambo's successful repositioning of its brand

An immensely popular and iconic clothing brand in the 1980s and 1990s before seeing a decline, Angus became a co-owner of Mambo in 2008. He immediately began to plan for a repositioning and re-launch of the brand – driven by a strategy to reclaim some of Mambo's original brand values that made it an icon whilst updating the label by giving it a fresh, sexier image. Some eighteen months later, Angus will provide a fascinating case study of the Mambo repositioning, and offer some advice to brand managers about to undertake a similar process.

4:00PM PETER NOCHAR, MANAGING DIRECTOR, HARLEY-DAVIDSON AUSTRALIA

Theme: Sustaining the momentum of a brand repositioning success story

A truly iconic brand for decades, 109 year-old Harley-Davidson suffered a gradual decline in both brand equity and sales leading up to the 1990s before being spectacularly revived at the turn of this century. Yet,

with the Global Financial Crisis affecting sales, Peter's challenging task is to sustain the momentum of Harley-Davidson's brand revival in addition to improving the bottom line. A former managing director of VW Australia, Peter will speak about the strategic thinking and tactics behind the ongoing brand revival story of Harley-Davidson.

4:30PM DISCUSSION

4:45PM-
5:45PM DRINKS @ ICE CUBE BAR

Day Two: Wednesday, September 15

KEYNOTE

9:20AM AMANDA JOHNSTON-PELL, EXECUTIVE DIRECTOR, BRANDS AND MARKETING COMMUNICATIONS, TELSTRA

Theme: Keeping the Telstra brand ahead of the technology curve – tactical execution of Telstra's repositioning strategy

One of the most closely scrutinized brands and companies in Australia Telstra is a major player in multiple existing and emerging spaces in the online and digital environment. This demands world-class tactical execution of marketing and branding repositioning strategy – especially with client groups and in working effectively with advertising agencies. Amanda's role oversees Telstra's brand, advertising and media investments, along with agency relationships, sponsorship, relationship communications, brand reputation, events and corporate awards, marketing operations and marketing strategy. In an important keynote that will offer valuable lessons for delegates from all industries, she will speak about the challenges of continually evolving such an enormous, valuable and high-profile brand.

RELAUNCHING BRANDS – CASE STUDIES

10:00AM ASHLEY FARR, NATIONAL PLANNING DIRECTOR, SMART

Theme: Relaunching Brands case study – Mother

Coca-Cola Company approached Smart with an enormous challenge: save Mother, a failing energy drink brand, from deletion and turn it into a serious player with 20% of market share in the first year. Not one to turn away from a challenge, Ashley led a team to lead the re-launch. The result: 5 times projected volume, contributed overall category growth in a category that is already growing year-on-year, #1 energy can, and a stunning 900% ROI! Not only was the brand saved from deletion but spend on the brand increased in the second year, new product variations are being developed, and Mother will be launched into new markets. Ashley will take us through this spectacular success story.

KEYNOTE

10:40AM BRUCE BUCHANAN, CEO, JETSTAR

Theme: Re-launching Jetstar as an international brand

The leader in the domestic low-cost carrier market, Jetstar is launching long-haul services into Singapore, North Asia and Europe. Despite its excellent domestic reputation, re-launching Jetstar as an international carrier brand to customers in Australia and overseas will be challenging given the imposing presence of established airlines brands in these new markets. In this keynote, Bruce will look at the strategy deployed to ensure a successful re-launch and evolution from domestic to international carrier and brand.

11:20AM MORNING TEA

REPOSITIONING BRANDS – LEARNING FROM MEDIA BRANDS

Media brands provide an excellent case study when it comes to repositioning agility and foresight. They have been grappling with the challenges of a fast-evolving media environment: being one of the first to seize new opportunities that arise as technology evolves; better engage with the changing habits and expectations of consumers such as with the rise of interactivity in the digital environment; and help partners and advertisers achieve better marketing outcomes and reach. Once dismissed by media observers as two fading brands, BBC Worldwide and ABC are excellent examples of two dynamic and ambitious media brands. What can executives in other industries learn from how they are adapting?

BBC Worldwide Channels Australia currently oversees UKTV, BBC HD, BBC Knowledge, CBeebies and BBC World News. A former Chief Executive of UKTV, Tony is responsible for the coordination of BBC Worldwide's seven divisions and for the implementation of an Australasian business strategy – including the introduction of additional BBC branded channels into the market.

ABC is not just embracing the digital environment – it is a thought- and brand-leader within it. The latest innovations include plans to launch a 24 hour news channel, and turn local radio stations into media hubs filled with user-generated content and content generated for broadband. Having held senior executive positions with IBM, Optus and Westpac, Michael leads corporate marketing and strategy at ABC.

11:40AM TONY IFFLAND, GENERAL MANAGER – AUSTRALIA, BBC WORLDWIDE

Theme: Repositioning BBC vis-à-vis rise of new mediums and rapid technological transformation

12:05PM MICHAEL EBEID, DIRECTOR, CORPORATE STRATEGY & MARKETING, ABC

Theme: Repositioning the ABC brand in the evolving digital environment

12:30PM DISCUSSION

12:50PM ROHAN LUND, CEO, YAHOO!7

Theme: Online targeting technology – myths, facts and possibilities for brand managers

Online targeting technology has come a long way: from banner ads in the earlier days to include keywords and other targeted search-term based approaches. Many companies are confused as to the value and possibilities of online advertising technology. Using online targeting tactics to simply drive traffic to sites is one thing. The architect of the Yahoo and Channel Seven joint venture, Rohan will look at the possibilities out there for brand managers – looking to launch or reshape brand messages.

1:25PM LUNCH

AFTERNOON KEYNOTE

2:10PM KARIM TEMSAMANI, GENERAL MANAGER – ANZ, GOOGLE

Theme: Launching Google in new and innovative markets

Google has the deserved reputation as being one of the most innovative companies in the world. Its pioneering of launching new and innovative products in the search market space is unrivalled, while the brand has also introduced new products in complementary markets such as Chrome browser and Chrome OS. In charge of managing Google's business and strategic partnerships in Australia and New Zealand, Karim will look at the challenge of launching and (re)positioning the Google brand and products to new and existing corporate partners and advertisers.

2:40PM GILLIAN FRANKLIN, MANAGING DIRECTOR, THE HEAT GROUP

Theme: Reflections and lessons on successfully launching and growing brands

Founded by Gillian and recognised as one of Australia's hottest distributors of cosmetic brands since its formation in 2000, The Heat Group has successfully launched and grown brands such as Max Factor, Covergirl, Bourjois and elite in the Australian market. A former Global Entrepreneur of the Year for Australia and identified as one of the '10 next to watch' in BRW's Australia's Most Powerful Women, Gillian will offer some advice and lessons on successfully launching and growing brands.

3:10PM MARK WILSON, DIRECTOR OF MARKETING, IBM (ANZ)

Theme: Repositioning an icon – localizing the next step in IBM's brand and vision

Long associated with the rise of the computer age, IBM has been successfully evolving and updating its brand since 1896 (taking the name IBM in 1924.) IBM's vision and evolution of its brand took a major step in 2009 with the launch of Smarter Planet 2.0. Since the launch and the subsequent declaration that 2010 would be the beginning of 'Decade of Smart', Mark has the enormous challenge of evolving the IBM brand in Australia – 'localising' the vision by engaging clients, partners, employees and the broader community.

3:50PM CONFERENCE CLOSING, GRANGE GIVEAWAY AND AFTERNOON TEA

4:00PM CONFERENCE ENDS

TWO-DAY CONFERENCE 14-15 SEPTEMBER, L'AQUA, COCKLE BAY WHARF, SYDNEY
L21 'EXECUTIVE SERIES' BRANDING CONFERENCE 2010
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