

# INVITE

**YouGov**<sup>®</sup>  
What the world thinks

You are invited to an evening hosted by YouGov and Marketing Week for our panel discussion: *Lessons for 2013: successful brands of 2012 and a look ahead.*

**When?** Thursday 17th January

**Chair:** Ruth Mortimer, Editor, Marketing Week

**Panel to include:**

Cilla Snowball, Group Chairman & Group CEO, AMV BBDO,  
Andrew Garrihy, Corporate Marketing Director, Samsung and  
Tim Britton, COO EMEA, YouGov

**Where?** Courthouse Doubletree by Hilton, Regent Street  
Drinks from 6.00pm  
Discussion 6.30pm – 7.30pm

**RSVP:** [events@yougov.com](mailto:events@yougov.com)

The panel discussion will draw on valuable marketing lessons from successful brands of 2012. What common themes helped organisations create and measure success last year and what changes lie ahead this year?

