

**For Immediate Release**

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**ROCK ROYALTY, BUSINESS LEADERS, AND GLOBAL GURUS  
BECOME WILLING PRISONERS OF PORTMEIRION**

[www.namesnotnumbers.com](http://www.namesnotnumbers.com)

London, 06 Jan 2010.

Leading figures from around the world will fly in to the UK for what has been described as 'a very British Davos' for the second annual Editorial Intelligence symposium

**Names Not Numbers** at Portmeirion in North Wales Friday 26<sup>th</sup> – Sunday 28<sup>th</sup> February 2010.

Philosopher **Alain de Botton**; historian **Niall Ferguson**; singer/songwriter and campaigner **Annie Lennox**; global retail guru **Paco Underhill**; CEO of Jaguar Land Rover **David Smith**; Tata's European VP and Head of Consultancy Services **Amur S Lakshminarayanan**; Palestine's leading businessman **Dr Abdul Malik Al Jaber**, CEO of Zain Levant; the head of Brazil's renowned Akatu Institute for Conscious Consumption **Helio Mattar** and the eminent climate change expert **Professor Graciela Chichilnisky** will all headline this year. Opening remarks at the start of the weekend of ideas will be made by **Lord Patten of Barnes**.

Described by historian **Simon Schama** who will headline again in 2011 as 'a meeting of minds,' the Names Not Numbers symposium is produced by the Media, Analysis & Networking company **Editorial Intelligence** in association with partners who this year are: **BBC Global News** and **BBC World Service**; **Cass Business School**; **Edelman**; **Financial Times**; **Jaguar Land Rover** and **Vodafone**.

The theme this year is Trust, Privacy and Personalisation. Parts of the programme will be filmed and recorded live for both BBC's HARDTalk with **Stephen Sackur** and The Forum, presented by **Bridget Kendall**. Other confirmed participants and speakers include **Yasmin Alibhai-Brown** (performing from her acclaimed one-woman play); **Baroness Helena Kennedy QC**; **William Eccleshare**, CEO of Clear Channel; the assorted gurus **Charlie Leadbeater**, **Robert Phillips**, **Peter York**, **Robin Wight** and **Ben Page**; academic and cultural commentator **Dr Sarah Churchwell**; **Bruno Giussani**, European Director of TED; writer and performer **Hardeep Singh Kohli**; **Stefan Stern** and "Mrs Money Penny" of the Financial Times as well as **Richard Sambrook** of the BBC.

Names Not Numbers and Editorial Intelligence founder Julia Hobsbawm says: "The question of individuality in a mass age and how to preserve people's sense of being a name and not just a number is unbelievably current in everything from politics and policy to culture and technology. Portmeirion, where the iconic TV series 'The Prisoner' was set, is a perfect location as are the people representing all the industries who want to both ask – and answer at least in part – this question".

Full symposium programme to be announced shortly at [www.namesnotnumbers.com](http://www.namesnotnumbers.com)

ENDS

Notes: See Over...../

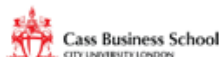


*Editorial Intelligence & partners present*

**'Names Not Numbers'  
2010 at Portmeirion**

Editorial Intelligence Ltd  
16 – 22 Baltic Street West  
London EC1Y 0UL  
Tel: 0207 251 7251

*In association with*



Notes to Editors:

1. Editorial Intelligence – ei – is the media, analysis and networking business based in the UK which coined the phrase ‘Commentariat’ to describe the increasingly influential world of comment and opinion. ei runs an agenda-setting opinion former network - the ei Club and works with some of the largest and most innovative brands in business, politics and the non-profit worlds. [www.editorialintelligence.com](http://www.editorialintelligence.com)
2. [www.namesnotnumbers.com](http://www.namesnotnumbers.com) shows edited footage of Names Not Numbers 2009 and of the London launch event last November.
3. Podcasts and footage of ei Club opinion former events can be seen on eiTV [www.editorialintelligence.com/tv.htm](http://www.editorialintelligence.com/tv.htm).

Symposium partners:

1. BBC Global News and BBC World Service [www.bbc.co.uk/worldservice](http://www.bbc.co.uk/worldservice)
2. Cass Business School [www.cass.city.ac.uk](http://www.cass.city.ac.uk)
3. Edelman [www.edelman.co.uk](http://www.edelman.co.uk)
4. The Financial Times [www.ft.com](http://www.ft.com)
5. Jaguar and Land Rover [www.jaguarlandrover.com](http://www.jaguarlandrover.com)
6. Vodafone [www.vodafone.com](http://www.vodafone.com)

06.01.10 0900hrs



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