

## PLUS European Chapter Leadership Luncheon

### DISCUSSING RISK: FROM THE BOARDROOM TO THE BATTLEFIELD

CLOTHWORKERS' HALL, Dunster Court, Mincing Lane, London

12.30pm – 2.30pm Friday 27 November 2009

The European chapter of PLUS are hosting a lunchtime event on 27 November which promises to be a stimulating and rewarding experience. Taking only a couple of hours out of your day, speakers Jeremy Bowen (BBC Middle East Editor) and Rolf Tolle (Franchise Performance Director, Lloyd's) will be covering the subject of risk – from the boardroom to the battlefield.

Both speakers have had to make bold decisions against calculated risks as part of their careers and we look forward to hearing from them on how we can apply some of their learning to our own industry.



## SPEAKERS

### JEREMY BOWEN, MIDDLE EAST EDITOR, BBC

Jeremy Bowen was appointed to the newly-created role of Middle East Editor in June 2005.

Since becoming Middle East Editor he has, among other things, led the coverage of the 2006 war between Israel and Lebanon, for which BBC News was awarded an International Emmy. Before that Jeremy was the Rome Correspondent for BBC Television News.

A seasoned war correspondent, Jeremy has reported from more than 70 countries, and has covered conflicts in the Gulf, El Salvador, Lebanon, the West Bank, Gaza, Afghanistan, Croatia, Bosnia, Chechnya, Somalia and Rwanda, Iraq, Algeria and Kosovo.

### ROLF TOLLE, FRANCHISE PERFORMANCE DIRECTOR, LLOYD'S

Rolf Tolle was appointed as Lloyd's first Franchise Performance Director in March 2003 with responsibility for working with individual franchisees to improve the commercial performance of the market.

Prior to joining Lloyd's he was Chief Underwriting Officer and a Board Member of the Faraday Group, the London based insurance operation owned by General Re Corporation. During a career in insurance spanning 34 years, Rolf was Chief Executive Officer at Europa Re, Managing Director of the Norwegian insurer, Polaris/Unipolaris, held a range of senior positions with Scandinavian insurer Storebrand and has worked in the U with Christiania General.

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Payment by credit card is preferred. Cheques must be drawn on a US bank in US funds and mailed to PLUS at 5353 Wayzata Boulevard, Suite 600, Minneapolis, Minnesota, 55416, USA.

Register at [www.plusweb.org](http://www.plusweb.org) or fax this registration form to 00-1-952-746-2599

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All participants are responsible for payment as below. Refunds will only be issued on cancellations received 48 hours before the event.

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