

PANEL DEBATE

Celebrity Brands – Desire, Dollars and Danger?

With Tiger (Woods) no longer burning bright we ask: Are we near the limit of public interest in celebrities, or is there no limit? Do celebrities mirror or lead society? Do celebrities need or deserve greater protection from the media? What are the risks and benefits for brands of associating with celebrities?

Monday 15th February, 6.30pm, at the Old Cinema,
University of Westminster, 309 Regent Street, London W1B 2UW
(Nearest Tube Oxford Circus)



Max Clifford –
Britain's 'celebrity' PR man



Mark Borkowski –
PR guru and author of 'The Fame Formula'



Julian Linley –
Creative Director Bauer Media,
former editor of HEAT



Trevor Beattie –
Advertising guru and founder of
Beattie McGuinness Bungay

*In the chair: Trevor Morris, Visiting Professor of Public Relations,
University of Westminster, and co-author of 'PR- A Persuasive Industry?'*

There will be a drinks reception at 8pm

kindly sponsored by the PRCA <http://www.PRCA.org.uk>



Seating is limited. To reserve a place:

- a) [morisgoldsworthy@btinternet.com](mailto:morrisgoldsworthy@btinternet.com) with full name(s) and put 'Celebrity' in the subject box
- b) Print out a copy of this invitation and bring it with you on the night.