Crash, Bang, Crunch – headline risk or information gap

Agenda

Friday 29 May 2009

11:45	**Registration and coffee**
12.00	Roundtable discussion opens
Chair	Tim Skeet Head of Covered Bonds, Merrill Lynch and Chairman, ICMA's region for the UK and Ireland.
Guest speakers	Gillian Tett Assistant Editor Financial Times Damian Reece Daily Telegraph John Orchard Managing Director Euroweek Peter Eisenhardt Principal and European Head of Origination Bank of America and Chairman, ICMA's Euro Commercial Paper Committee
14.00	**Close of event**

Topics for discussion:

- Who is really to blame for the severity of the current downturn?
- Has the media played a role, exacerbating the crisis by feeding straight through into investor expectations and destroying confidence?
- Have the banks failed to communicate how our business works and how the financial industry benefits the world's economy?
- How can the industry improve communications and argue its case intelligently in the face of continued media hostility?