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# Alchemy: The Surprising Power Of Ideas That Don't Make Sense

Rory Sutherland, Vice Chairman, Ogilvy UK

Tuesday, 17 January 2023





## A Word From Today's Chairman

**Charlotte Dawber-Ashley**

Manager, FS Club

Z/Yen Group





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# Today's Agenda



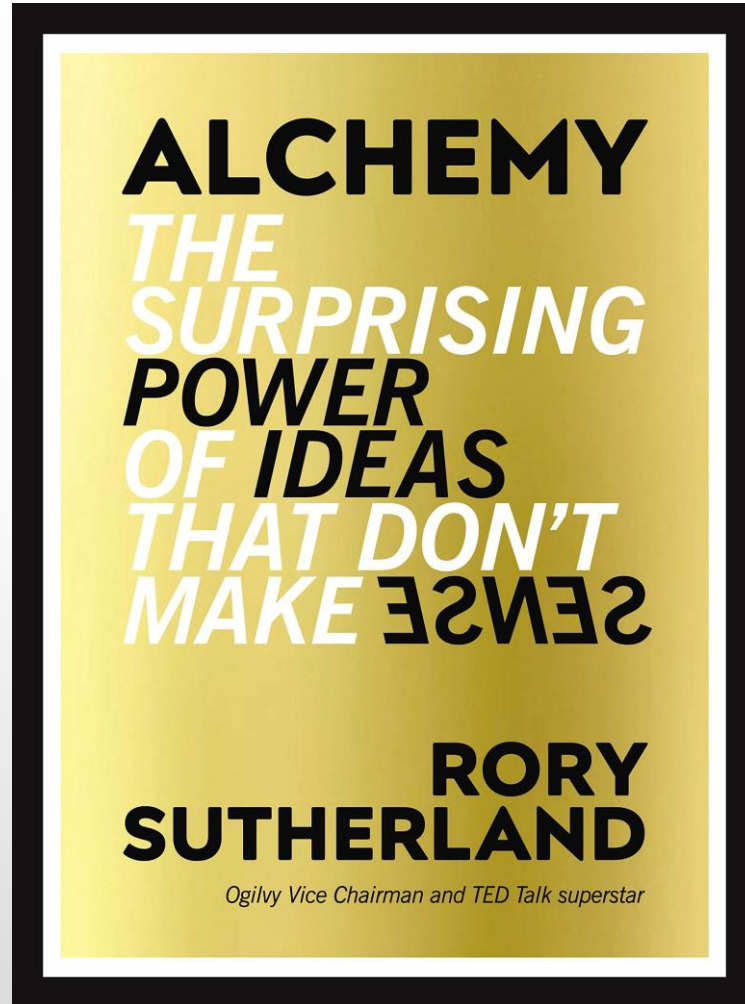
- 11:00 – 11:05 Chairman's Introduction
- 11:05 – 11:25 Keynote Presentation – Rory Sutherland
- 11:25 – 11:45 Question & Answer



## Today's Speaker

**Rory Sutherland**  
Vice Chairman  
Ogilvy UK





Amazon Link –

<https://www.amazon.co.uk/Alchemy-Surprising-Power-Ideas-Sense/dp/0753556529/>





# Comments, Questions & Answers







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## Forthcoming Events

- Wed, 18 Jan (11:00-11:45)      Workers Voices – Fulfilling The S Ambitions In ESG
- Thu, 19 Jan (10:00-10:45)      The Importance Of Relationship Banking In A Digital World
- Mon, 23 Jan (11:00-11:45)      Friday Is The New Saturday: How A Four-Day Working Week Will Save The Economy
- Tue, 24 Jan (10:00-10:45)      Complementary Currencies As Social Innovations - Creating Money For Social-Ecological Transformation

Visit <https://fsclub.zyen.com/events/forthcoming-events/>

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