



POWER BRANDS – HALL OF FAME
1st June 2018 | Hilton London Kensington, London

AWARDEE BRIEFING PACK

Supported by



We are delighted to honour you as one of the Power Brands – Hall of Fame Awardees at the second edition of Power Brands Global and London International Forum for Equality (LIFE) Summit taking place on 1st June 2018 at the Hilton Kensington, London.

ABOUT POWER BRANDS

Now in its 12th year, [Power Brands Global](#) is a celebration of achievement, highlighting the success of brands and the individuals behind them. The initiative was created by Daily Indian Media, one of India's largest publishing groups. Over the last decade they have honoured individuals and brands from the world of Politics, Entertainment, Media and Business. They have held projects across the world in locations such as Las Vegas, London, New Delhi, Mumbai and Dubai.

Power Brands Global is the result of extensive research conducted every year by the **Centre for International Competitiveness & Research (CICR)** who validate the vast range of brands from across a variety of industry segments from around the world. All entrants are validated and researched by CICR, who are the exclusive research partner of Power Brands Global. From the results of this research, a select number of brands are chosen for each region, with only the most recognizable nominees from each honored with the status as 'Global Power Brands' at the ceremony. These are the brands, which truly belong to the world. Some of the iconic brands that were honored in the inaugural Power Global Brands index included **HP Inc, Ernst & Young, Standard Chartered, BBC, The University of Oxford and Discovery Communications.**

ABOUT LONDON INTERNATIONAL FORUM FOR EQUALITY (LIFE) SUMMIT AND POWER BRANDS – HALL OF FAME

London International Forum for Equality (LIFE) Summit represents a unique confluence of some of the most powerful and humane international minds from the sphere of Politics, Business, Academics and Entertainment. The event will witness 10 global leaders inducted into the **Power Brands Hall of Fame**. The awardees come from various walks of life who have built a brand of faith and hope through their conviction and actions while remaining committed to spreading equality, into the Power Brands - Hall of Fame.

Previous awardees include Mayor's Fund for London, Baroness Chalker of Wallasey, Rt Hon Andrew Mitchell, Nobel Laureate Leymah Roberta Gbowee, the former First Minister of Northern Ireland Rt Hon Baron Trimble, Member of Parliament Mark Durkan, Professor Sir Robert Worcester, iconic Sri Lankan cricketer Kumar Sangakkara, trailblazing English footballer Gary Linekar, founder of Football for Peace Kashif Siddiqi, Chile's greatest footballer of all times Elías Figueroa, noted global charity Street Child United, Former captain of the English cricket team Alec Stewart and Leading Indian tycoon Pankaj Munjal.

THE VENUE

Hilton London Kensington, 79-199 Holland Park Avenue, London, W11 4UL



Nearest Stations: Shepherds Bush station (Central Line, Overground)

LIST OF POWER BRANDS - HALL OF FAME INDUCTEES 2018

This year's esteemed inductees into the Power Brands - Hall of Fame are:

Bright Simons

Bright Simons is a Ghanaian social innovator, entrepreneur, writer and vice-president (in charge of research) at IMANI. He is President of the mPedigree Network, a system that empowers consumers to instantly verify with a free text message whether their medicines are safe and not counterfeit.



Due to his work in telecommunications, he was included in a list of the top 35 innovators under 35 by MIT Technology Review in August 2013. In 2012, Simons was also recognised by the World Economic Forum as a young Global Leader and for the mPredigree Network.

Prior, to his role as Vice President at IMANI, he was a Senior Fellow at the IMANI Centre for Policy and Education in Ghana. Bright is a member of the World Economic Forum's Network of Global Agenda Councils and Technology Pioneers communities. In 2010, he was conferred with an Archbishop Desmond Tutu Award by the African Leadership Institute. In March 2016, Fortune magazine listed Simons among the World's 50 Greatest Leaders, placing him December of 2017 he was announced as an Eliasson Prize Laureate and a Tallberg Global Fellow in New York City

Cherie Blair Foundation (Represented by Helen McEachern, CEO)

The charity was set up in 2008 in response to Cherie's experiences meeting women around the world and the realisation that, with the right support, women can overcome the challenges they face and play an important part in the economies and societies in which they work and live.



The core of their work is strengthening the capability, confidence and access to capital of women entrepreneurs in countries where they lack equal opportunities. They focus their support on women in developing and emerging markets where they can add value and where they see clear potential for women in business to become self-sustaining in the longer term.

To date, they have reached over 140,000 women across more than 100 countries through their Mobile Technology, Mentoring Women in Business and Enterprise Development programmes.

Collecting the Award is CEO Helen McEachern who joined the team in 2017 after over a decade at ActionAid, and has over 20 years' experience in international NGOs and has held senior leadership positions at Greenpeace.

Claude Moraes MEP

Claude Moraes is Labour Member of the European Parliament for London and Chair of the European Parliament's Civil Liberties, Justice and Home Affairs Committee (LIBE). First elected to the European Parliament in 1999, Claude was the first Asian origin MEP. He was re-elected in 2009 where he led the London list. In July 2014 he was elected Chairman of the European Parliament's Civil Liberties, Justice and Home Affairs Committee (LIBE).



Claude was previously Director of JCWI, the national migration and refugee charity and Chief Executive of the Immigrants' Aid Trust. Before his NGO work he was a House of Commons adviser and was a national officer at the TUC in Congress House and a representative to the European TUC. He was a Council member of Liberty. With a legal background, Claude has campaigned, written widely and provided regular media commentary on human rights and migration issues as well as organising legal test cases in UK and the European Courts. Claude Moraes was named Dods and the Parliament Magazine's 'MEP of the Year' for his work on Justice and Civil Liberties in 2011.

John Athwal OBE

John Athwal, managing director of Premier Decorations, received an OBE in the Queen's New Year's Honours list for his services to business and charity. His brainchild, Premier Decorations will have a major presence at most Spring Fairs such as NEC, testament to the thriving business John started almost 30 years ago from nothing and now employs 250 people at its peak in the year.



Although, by the age of 29 John was appointed to the board of directors and heading up an importing arm, his eyes were opened to the potential of Christmas decorations when a friend approached him with an order to supply Asda with decorations that he could not fund himself. Hence Premier Decorations was born. Premier Decorations has twice appeared in the Sunday Times Profit track for the fastest growing profitable companies, and also in the International track 200 for the fastest growing exporters.

John, who was feted as Asian of the Year in 2010, is also renowned for his philanthropic nature, being involved with and donating generously to charities including through being a leading light in The Fence Club (which, together with chums in the industry raises money for sick and disadvantaged children). In 2014 John took part in the CEO Sleepout where he himself slept rough to help to raise awareness and money for Action for Children – a charity that is concerned with the 100,000 or so children who sleep rough in the UK every year. Resulting in being awarded an OBE in this year's Queens honours list.

Khulisa Foundation (Represented by Dominique Airey, CEO)

Khulisa UK is a crime prevention and offender rehabilitation charity based in North London with roots in South Africa. Inspired by Khulisa SA, Khulisa UK was founded in 2007, exporting SA programmes to the UK with enormous success. Khulisa UK has been working in the UK for over 10 years, making prisons and schools safer and more nurturing environments, and transforming the lives of over 3000 people, empowering them to choose a crime-free life. They deliver pioneering violence reduction interventions in communities, prisons and schools as well as a mentoring programme for young men leaving prisons.



Collecting the award is CEO Dominique Airey ~Prior to joining Khulisa, she was Head of Partnership Development at a global NGO, Youth Business International (YBI), supporting unemployed young people to start businesses in over 50 countries.

Michael Tobin OBE

Michael Tobin is a serial technology entrepreneur and philanthropist. As the former 'maverick' CEO of Telecity Group, the FTSE 250 data centre operator he took from £6million to £3billion, Michael is known across the globe as the leader who created the data centre industry in Europe.



After stepping down from his role at Telecity in 2014, Michael turned his attention to supporting entrepreneurs, businesses and leaders in the digital and technology space. Having received The Order of the British Empire from Her Majesty the Queen for Services to Digital Economy and is now on multiple tech company boards across 4 continents.

One of Debretts 'People of Today', Smith & Williamsons Top 25 UK Entrepreneurs, Stevies Chairman of the Year and three times Ernst and Young Entrepreneur of the Year, Michael gives every ounce of his energy to support others. In 2016 he raised over £100k for The Prince's Trust by running 40 marathons in 40 days.

His Excellency Mohamed Waheed Hassan, PhD, the 5th President of the Maldives

His Excellency Mohamed Waheed Hassan is the 5th President of the Maldives. Dr. Mohammed Waheed Hassan is recognised as one of the most influential voices on foreign relations, democracy, and human rights in the Maldives. With dedicating his life to increasing humanity both at home and abroad, his Excellency has worked in the number of UN agencies. Dr. Mohammed Waheed Hassan has played a key role in reconstructing Afghanistan and has helped to enroll over 5 million children in schools, vaccinate 6 million and provide health services, water, and vaccination.



Neena Gill MEP

Neena Gill is in her third term as a Labour member of the European Parliament for the West Midlands. The huge constituency covers the heart of England and takes in urban Birmingham, Solihull, Coventry, Sandwell, Wolverhampton, Walsall and Dudley, as well as rural Herefordshire, Shropshire, Staffordshire, Warwickshire and Worcestershire.



Before entering politics, Neena spent over 18 years working in social housing in a variety of inner-city areas across the UK to tackle issues of social deprivation and homelessness and hit the headlines by setting up the country's first Asian only sheltered accommodation. She's also worked for a global software company, gaining valuable insight into Britain's fast-growing high-tech industries.

Neena is fighting to ensure the West Midlands benefits from a "strong, fair and unbiased voice" in the European Parliament.

Baroness Tanni Grey-Thompson

Baroness Tanni Grey-Thompson is a British politician, television presenter, and a former Paralympic racer. Baroness Grey-Thompson is one of the most successful Paralympic athletes with the total of 15 medals. On the philanthropist level, Baroness Grey-Thompson is a patron to the number of charities including Sportsleaders UK and the Duke of Edinburgh scheme. Baroness Grey-Thompson is passionate in providing coaching and support to the fellow wheelchair racers through the programme 'Aim High'.



Through her work in House of Lords, Baroness Grey-Thompson spends a lot of time debating on issues including Welfare Reform, Assisted Suicide, Accessibility, and Equality.

Virendra Sharma MP

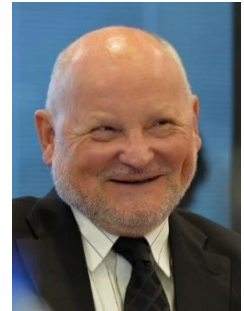
Mr. Virendra Sharma is an Indian-born British Labour politician representing Ealing in Parliament since 2007. Mr. Sharma is a vocal humanitarian activist and is a member of the Council of Europe Committee on Legal Affairs and Human Rights. Currently, Virendra chairs the Indo-British All Party Parliament Group leads APPG for Gurkha Welfare and Co-chairs APPG on Nepal, Tuberculosis and Hepatitis Group.



Mr. Zlatko Mateša, PhD, the 6th Prime Minister of the Republic of Croatia & current President of the Croatian Chamber of Commerce - Croatian Olympic Committee

Dr. Zlatko Matesa is the 6th Prime Minister of the Republic of Croatia and the current President of Croatian Olympic Committee.

He has recently been awarded European Order of Merit Award for his contributions to sport and the Olympic Movement. Moreover, Dr. Matesa is an author of a number of books and the honorary consul of the Republic of Mongolia in Croatia.



EVENT ITINERARY

Please see below the Event Itinerary for the evening, commencing from
6:15pm to 10:30pm.

Registration & Welcome Drinks

Introduction to the Power Brands Global & London International
Forum for Equality (LIFE)

Welcome Speech: Chairman, power Brands

First Course Served

Address & Keynote Speech

Induction of New Members to the Hall of Fame & Presentation of
the Wage Equality Charter: 2018 vision document for LIFE

Main Course Served

Launch of the "Global Power Brands – 2nd Edition"

Award Ceremony for Power Brands and Inspirational Leaders

Desert Served

Vote of Thanks

Networking

Carriages

IMPORTANT INFORMATION FOR EVENT

Media Board

During the reception, the events team would be coordinating photography of you against a Media Board.

Interviews

Power Brands' media partner Times Now, India's leading English news channel, would like to organise an interview with you to include in a special programme that will be produced for the show.

Award Presentation:

You will be inducted into the Power Brands - Hall of Fame and presented an award at the event. The presentation will proceed as follows:

1. Our hosts for the event – Ian Stafford and Ellie Torrez – will announce your name, along with a citation about your work and achievements.
2. You will then be requested on stage to receive your award.
3. There will be a photo-opportunity when you collect your award on stage, so please be prepared.
4. Once you have collected your award, you will be required to deliver a **2 minutes** Thank You speech with a focus on the work you have conducted in the "social good" sector and the positive impact it has had.