



Event

**Inspired Launch:
Social Networking**

Date & Time

**22nd October 2009
from 6.30pm**

Venue

**9 Adam Street
Private Members Club
London WC2N 6AA**

**Social Media:
“The biggest shift
since the Industrial
Revolution.”**

The Social Media Revolution is happening - and it's already changing the way we do business. Join us to learn how it can work for you.

See how blogging, Twitter, Facebook, Ecademy, Linked In and more can work for your business and build up your brand.

Please take a few seconds to fill in your details

Name:

Company Name:

Email Address:

Phone Number:

ONLY 100 PLACES AVAILABLE

ENQUIRE NOW

Come and be inspired.

All we ask is a contribution of £50 towards the cost of the event.

No questions asked, 100% money back guarantee that you'll have a great time.

At this event you'll be able to quickly identify your social media priorities and a number of simple shortcuts you can take that will make the process both painless and profitable.

Our Speakers on the Night Include...

Philip Calvert - IFA life.com **Exclusive Guest Speaker**



One dark Friday 13th in November Philip was born in Dorking, Surrey to thunder, lightning, falling trees and flooded roads - total mayhem! Perhaps it was this dramatic entrance into the world, which initially led to a passion for rock concert photography that has won him regular awards over the years.

Today however, Philip is an independent sales and marketing consultant and social networking entrepreneur. He is the founder of IFA Life, the social networking website for financial planners, IFAs and financial advice professionals. The site is used daily to network, debate industry issues, get marketing advice and provides help and support. Increasingly, financial product providers use IFA Life as a modern and innovative way to interact, engage and to add value to financial advisers.

Prior to founding IFA Life, Philip spent 25 years in senior sales and marketing roles for companies such as NEL, Zurich Life, Permanent Insurance and Pioneer Friendly Society. He is also the author of two published books and is very much in-demand as a leading speaker on the impact of social media and the Internet on financial services distribution, speaking for example, at the prestigious Asia Pacific Financial Planning Conference in Singapore.

David White



David White trained as an electronics engineer and worked in missile guidance where he had the opportunity to program some of the world's first microprocessors. Nowadays he uses this rocket science to fuel seo, ppc, email and social media traffic building campaigns. He introduced Search Engine Marketing to the world in 1996 when he founded Weboptimiser.

Until recently David was Chair of IAB UK and IAB Europe Search Council where he set the standards for search engine marketing and went to define advanced search engine marketing and benchmark based search engine marketing.

Now city based the company supports big companies to one man brands and has a particular expertise in creating online communication programs based on the experience of design and testing in house campaigns and then rolling them out to clients.

Most recently he has launched a range of services that utilise social media and claims to be one of the first to truly monetise Social Media on the basis that he charges clients for the service of building and cultivating relationships online. You can visit his latest website at <http://www.clubtweetmaxi.com>

Tim Watts

Tim has had an exciting and varied career, he was previously the CEO of BPT PLC (FTSE 250) which, until its sale to Grainger in 2001, was the largest



listed residential investment company in the UK, owning and managing in excess of 12,000 residential investments.

Tim has also been Head of Residential at Cordea Savills, the fund management arm of Savills plc and more recently Head of Residential at Invista, the property fund management arm of HBOS - now Lloyds Banking Group. At Invista, Tim led the team with the first attempt to launch a residential REIT in the UK with a residential portfolio value of £480 million. More recently, he has undertaken consultancy work for Lloyds, providing strategic advice on their residential loan book.

When he has the time Tim loves to brush up on his Portuguese and relax by playing the piano. He is also studying an Open University degree in Psychology, due to his fascination in understanding how people behave.

Brian Tyrrell



Brian's route into financial services was slightly unconventional, as it was while working as an English teacher to the banking sector in Brussels that he realised it was finance he was interested in. This realisation prompted a return to education and a short four years later he emerged with a degree in finance and a thesis on derivatives.

From there, Brian started working at a Dublin Stock Broking Firm as a dealer on the development of some of the first structured financial products available in Ireland. The following 10 years saw him work for two more firms, before setting up his own company.

In the mid 90's, his company was bought by a major domestic financial institution and he continued his work there for a further five years. During this time he issued more than 50 structured investment products ranging from Guaranteed Tracker Bonds to Total Return Multi Manager Funds. He is currently a major shareholder and director of Athena Group Securities which specializes in the structuring SLS Bonds.

Brian was born in Dublin and lives in small fishing village just outside the city with his wife and four children ranging in ages from 13 to 22. As a family, they lean towards outdoor activities including hockey, football, Skiing and sailing competively in Ireland and internationally.

Martin Skinner



Best described as an entrepreneur and property investor, Martin is creative, charismatic and keen to make a difference. He's experienced many of the highs and lows of business and property investment over the years and remains a passionate advocate of small businesses and private investment.

Martin has built numerous businesses from scratch and helped to establish and grow many more for friends and family. After graduating with a BSc in Business Computing, Martin quickly setup, grew and sold his first technology business. He then developed a substantial high-yield portfolio of houses which he let to young professionals around Canary Wharf. A fast growing property management business and two substantial joint ventures followed, quickly establishing portfolios of more than £150m (yielding more than 10% gross).

He is now combining his experience with funds, technology and value investment to deploy an exciting new marketing strategy for Inspired.

Friends and family are very important to Martin and mixing disparate groups at social gatherings often provides him with entertaining challenges. Martin is engaged to Magdalena who is equally entrepreneurial. Together they are making a great team growing her own portfolio and her London-based lettings business.

Joseph Rajah



When asked to describe himself, Joseph summarises by saying 'a serial entrepreneur in mind, an ambitious philanthropist in soul, a father at heart and a Londoner throughout'. Even as a young teenager, Joseph immersed himself in business, as well as developing a passion for travel, academia, and martial arts.

After University, Joseph went onto promote nightclubs in London and Las Vegas, pioneering one of the most profitable night club scenes in the world. By 24, he was consulting on a corporate level in the field of music sponsorship, with clients such as Tommy Hilfiger Europe. Joseph then turned his attention exclusively to philanthropy and travelling the world, dedicating himself to bringing about social change through inspirational mediums such as art, academia, social programmes and fund raising.

At 27, after providing free consultancy services for three years, Joseph returned to commercial enterprise, buying real estate at auction and providing intermediate housing in London with state of the art interiors. Predicting the oncoming recession, he sold his stock at the height of the market and turned his attention to Social Housing and construction. He has now been a Social Housing developer for over 2 years, providing affordable, sustainable and iconic homes for those in need of them.

Joseph is 33 and lives in London with his fiancée Olivia and daughter Aavani.

Event

**Inspired Launch:
Social Networking**

Date & Time

**22nd October 2009
from 6.30pm**

Venue

**9 Adam Street
Private Members Club
London WC2N 6AA**



This email has been provided by INSPIRED ASSET MANAGEMENT

Inspired Asset Management (IAM) is an alternative investment advisory and asset management firm. We provide investors and clients with a different perspective, a diverse portfolio, and dependable people. We value every relationship and provide a personal service to all our partners including IFAs, wealth managers, private banks, institutions and other intermediaries who want to put their clients' money to work.

22 Grosvenor Square, London, W1K 6DT

T.+44 (0) 20 7358 8130