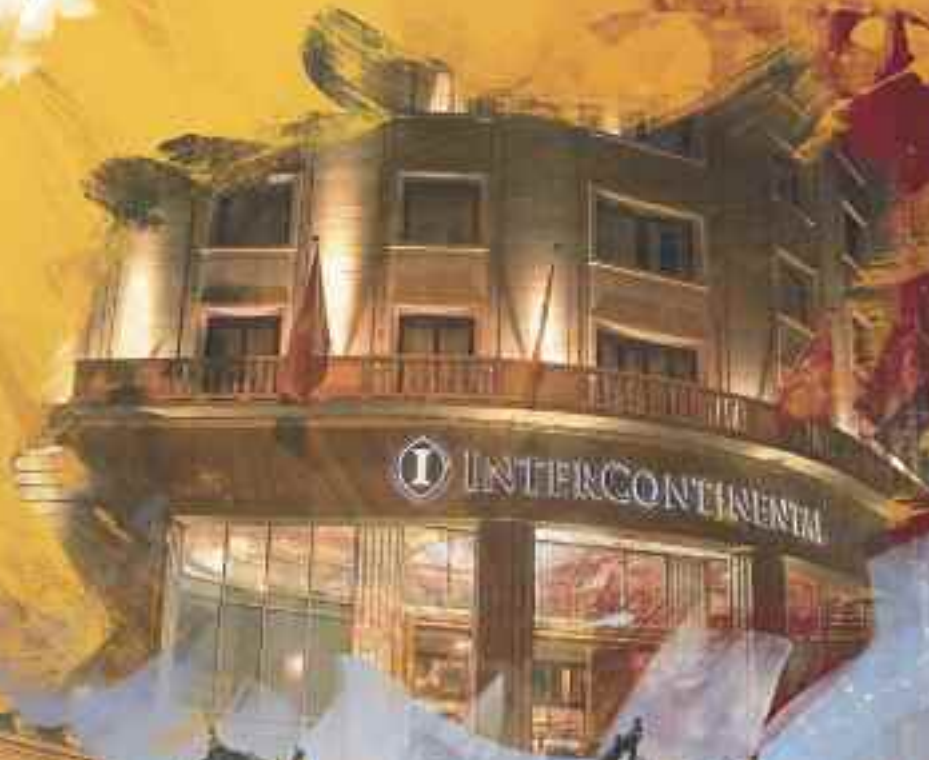


Today's
Group



Madrid

2010 BUSINESS CONFERENCE

5th March - 9th March 2010

What a difference *Today's* make



A message from *David Cullen*

Dear Delegate

From all reports, the 2009 Conference in Marrakech was enjoyed by all delegates, provided considerable trading benefits as well as building positive relationships.

We are confident that our 2010 Today's Group Conference in Madrid will build on this situation and we can ensure that the Today's Group continues to enjoy sector leading performance.

The Conference theme will be 'The Today's Group... Meeting the Challenge' with the objective that we focus on how we need to adapt to a changing economic situation and anticipate changes in consumer demand as the 'green shoots' of recovery, hopefully, become more evident. There are also Government and EEC regulations which we must overcome such as tobacco display, the probable restriction on the promotion of alcohol (as in Scotland), as well as other challenges we must face.

We will have the normal wide range of business meeting styles in Madrid and are introducing a 'Speed Dating' session, as detailed in the Conference programme, which will increase the spectrum of communication. We also are developing a quality line up of presenters with Lord Sebastian Coe KBE as our keynote speaker.

As with all conferences, the success of achieving objectives is directly related to the number of delegates that attend and thereby, the breadth of views which contribute to agreeing future trading ideas and strategies for the Today's Group. We sincerely hope that you will support the event by attending.

Bill Laird, Nick Barker and the trading team very much look forward to welcoming you to Madrid, to what we trust will be an enjoyable and commercially beneficial Conference.

In the meantime, we wish you successful trading.

Best wishes

David Cullen
Corporate Events Director





2010 Business Programme

Friday 5th March
Delegates arrive

Welcome Reception

Saturday 6th March

07.00 - 10.00: Buffet breakfast
Escoriales Room

Day 1 **'The Today's Group ...Meeting the Challenge'**
Albeniz Room

09.00 - 11.00: Welcome, introduction and 'Setting the Scene' and how the Conference can ensure the Today's Group are 'Meeting the Challenge'
David Cullen

Nisa-Today's Group performance and planned support for the Today's Group to 'Meet the Challenges' of the future
Neil Turton

The Today's Group performance update and future objectives to 'Meeting the Challenge'
Bill Laird

'Meeting the Challenge' of managing a company's most Important asset... their employees
Brian Yip (Wing Yip Group)

11.00: Coffee

11.15 - 15.00: **'Speed Dating' first session.** (during which lunch will be served). Each supplier will be allocated a table and chairs in a room laid out by product sector, so that Today's Group members have a programmed session to negotiate orders for 'Conference Only' special deals plus arrange further trading meetings, as required, during the Conference.
Granados Room

15.00: Coffee

15.30: **Today's Group Members' Only Forum.** Today's Group members and Support Centre executives will debate and agree future strategy. (Suppliers 'at leisure')
Albeniz Room

17.30: Anticipated Forum close

Day 1 **Business Session ends**

20.00: Delegates depart for a traditional Spanish evening and entertainment at **Posada De La Villa Restaurant**



Lord Sebastian Coe KBE



Sunday 7th March

07.00 - 10.00: Buffet breakfast
Escoriales Room

Day 2 **'The Today's Group... Meeting the Challenge'**
Albeniz Room

09.30 - 11.15: Overall Today's Group future trading strategy ideas for 'Meeting the Challenge'
Nick Barker

'Meeting the Challenge' through effective NPD
David Sabin

'Meeting the Challenge' through Spot Buying
David Warren

'Meeting the Licensed Challenge'
John Baines

Summary plus 'all delegate' Q&A with presenters as lead discussion panel.
Bill Laird

11.15: Coffee

11.30 - 12.30: Supplier Presentation
TBC

'Meeting the Challenges' in Scotland
David Reilly (J W Filshill)

Supplier Presentation
TBC

Day 2 **Business Session ends**

13.00: **Trade Relations activities.** Delegates building positive relationships whilst enjoying Madrid city tour (including Bernabeu Stadium), a visit to the beautiful walled city of Toledo or 'at leisure'.

20.00: Delegates depart for Trade Relations Dinner at **El Palacio De La Mision.**

Monday 8th March

07.00 - 10.00: Buffet breakfast
Escoriales Room

Day 3 **'The Today's Group... Meeting the Challenge'**
Albeniz Room

09.30 - 11.15: Supplier Presentation
TBC

Keynote speaker - 'Meeting Challenges'
Lord Sebastian Coe KBE

Conference close
David Cullen

11.15: Coffee

11.30 - 17.00*: **'Speed Dating' second session.** followed by 'One-to-One' Trading Meetings (as arranged by delegates).
Granados Room (*or as required)

13.00: Finger buffet lunch served during business session
Granados Room

17.00*: **Day 3 Business Session ends** (*or as required)

20.00: Depart for tonight's Gala Reception followed by Dinner at the **Grand Casino**

Tuesday 9th March

07.00 - 10.00: Buffet breakfast
Escoriales Room

Delegates depart for the UK



Evening Dinner Venues

Saturday 6th March

Posada De La Villa

Located on a charming side street close to Plaza Mayor in the historic centre of Madrid. The restaurant is housed in a building dating back to 1642 and offers visitors a classic Madrid eating experience – roast lamb – in a picturesque inn. Meals typically begin with a tapas style starter and finish with traditional puddings such as bartolillos.

The Today's Group will have exclusive use of the top floor that will create the perfect atmosphere for a most enjoyable evening.



Sunday 7th March

El Palacio De La Mision

The restaurant is located in the Casa de Campo, an area of parkland covering about 4,000 acres to the south west of Madrid but only 5 minutes from the heart of the capital.

Between 1951 and 1980 this venue formed part of a permanent Expo used to showcase the culture and cuisines of the different regions of Spain.

Maintaining its regional and historical architecture, it has been recently renovated and is now a perfect venue for exclusive groups.





Monday 8th March

Casino Gran Circulo De Madrid

The history of the Casino de Madrid commences in 1836, when a group of romantic, progressive young people, tired of so much political agitation, decided to seek a quiet place where they could meet. It was named Casino to ensure that it would not be seen as a place of political intrigue at a time when such meetings were feared by the authorities in power at that time.

The Casino attracted many personalities and soon became the most prestigious club in Madrid. King Juan Carlos I and Queen Sofia are amongst its members!

Guests will enjoy a sophisticated, original and creative menu at the hands of chef Ferran Adria (Michelin, three stars) who is the gastronomic assessor of the Casino. The dress code for the venue is jacket and tie and we are convinced that the Today's Group will enjoy a fantastic Gala Dinner at Madrid's most exclusive venue.





The Intercontinental Hotel, *Madrid*

An Impressive Feature on Paseo De La Castellana

An 18th-century palace was the inspiration for InterContinental Madrid, which is situated on one of the city's most famed thoroughfares. Located in the cultural and business district, the hotel is just minutes from the Prado Museum, Thyssen-Bornemisza Museum, the Real Madrid Museum, Santiago Bernabéu Stadium, the elegant Serrano shopping street and the Royal Palace of Madrid.

The hotel offers 307 elegantly appointed rooms each providing guests with working desk, marble bathroom, satellite TV, internet connection, mini bar and full tea/coffee making facilities.

The hotel's lobby bar, Bar 49 is extremely spacious and attracts not only hotel guests but local business people. The hotels also boasts an excellent patio restaurant.

Additional facilities include a Business Centre, Health and Fitness Centre and Gift Shop.





Your Destination - *Madrid*

Madrid, Spain's capital, is a cosmopolitan city. Its position as a centre for economics, finance, administration and services combines the most modern infrastructure with an important cultural and artistic heritage, the legacy of centuries of fascinating history.

Madrid is strategically located at the geographical centre of the Iberian peninsula, 646 meters above sea level. Its old town is exemplary among major European cities, and blends harmoniously with the most modern and convenient of urban infrastructure. Madrid offers a broad range of accommodation and services along with the most advanced audiovisual and communication technology. All this, combined with the momentum of a society that is dynamic and open, and at the same time warm and welcoming, has turned this metropolis into one of the western world's great capitals.

The Madrid area has been settled since the Lower Paleolithic age, but it was not until 1561 that King Philip II made it the capital of his mighty empire. The historic old town, also known as "Madrid de los Austrias" (referring to the Hapsburg empire) is a living example of the city's 16th and 17th century heyday, as is its impressive Plaza Mayor (square), which was opened in 1620 and remains one of Spain's most popular and typical spots.

Near to the Plaza Mayor is the so-called "aristocratic centre" of Madrid, home to the stunning Royal Palace, a 17th century monument that combines Baroque and Classical styles. Next to the palace you can find the Plaza de Oriente (square), the Opera House and the modern Almudena Cathedral, consecrated in 1993 by Pope John Paul II. This ensemble of monuments is completed by the Puerta del Sol, a square flanked by select shops, and the "Paseo del Arte", so called for its unique museums, palaces and gardens, not forgetting the unmistakable Bank of Spain building, the Palacio de las Telecomunicaciones (currently home to the Spanish Post Office) and the Cibeles and Neptuno fountains.

Art and culture are central to Madrid life. The city has 73 museums that cover all fields of human knowledge. Of these, the most important are the Prado Museum, one of the world's greatest art galleries, the Thyssen-Bornemisza Museum with more than 800 paintings, sculptures and tapestries that go from the earliest Dutch masters to the most avant-garde trends, and the Reina Sofía National Art Centre, which is dedicated to Spanish contemporary art, with works by Picasso, Joan Miró, Salvador Dalí and Juan Gris among others.

Visitors and residents alike can enjoy the sun, go for walks, go rowing or feed the squirrels in Madrid's large, impeccable parks and gardens. The Retiro Park, once playground of Spanish Monarchs, the Casa de Campo and the Juan Carlos I Park among others make Madrid one of Europe's greenest capitals. Madrid is also one of Europe's most attractive business centres. Its international airport receives more than one thousand flights weekly from all over the world and it has two main conference centres, as well as the modern Campo de las Naciones exhibition centre and a capacity to hold more than 80,000 people in other varied conference and meeting facilities.

If there is one thing, however, that characterizes Madrid, it is the deep, contagious passion for life reflected in its friendly, welcoming people. Madrid boasts concerts, exhibitions, ballets, select theatre productions, and the latest cinematographic releases. You can sample a wide variety of the finest Spanish and international cuisine or be enchanted by its bars and taverns. These are just some of Madrid's leisure alternatives, alongside tempting shopping in the most traditional establishments and world-famous outlets stocking the finest international brands.

Madrid's vibrant nightlife is another major attraction. Its pubs, bars, discos and flamenco clubs have a tremendous atmosphere, while by day there are traditional verbenas (open-air dances), popular festivals or the San Isidro bullfighting festival - rated as the world's most important.



Excursion A

Madrid City Tour

Optional Activities For Sunday 7th March

Specialists say that there are many different faces to Madrid: the Medieval, the Renaissance, the Baroque, the Classical, the Romantic and the Modern. This tour aims to give visitors an overall view of the city and to illustrate the varied history that Madrid possesses, by visiting areas of the city that convey the mood of the different eras.

The Panoramic Tour of Madrid will include the historic Plaza Mayor, Plaza Espana, the famous Cibeles Fountain and Neptune's Fountain, Christopher Columbus Square, the impressive Castellana Avenue, along with the main shopping areas and the famous parks and gardens such as the beautiful Retiro Park, among others.

Added to this tour guests will enjoy a visit to one of Madrid's most famous attractions – The Bernabeu Stadium, home of Real Madrid Football Club. Visit the pitch, the Presidential Box, the players tunnel and the changing rooms before concluding at the Real Madrid trophy museum and impressive club shop.

Cost per person: £50.00





Excursion B

Toledo

Optional Activities For Sunday 7th March

Located 70 kilometres south of Madrid, the 'Imperial' city of Toledo surges into the sky of Castilla. Once the model of religious tolerance in Europe, Toledo was the centre of suffering and persecution during the Spanish Civil War and is still the premier diocese in Spain.

The entire town is a national monument; tiny streets surrounded by Gothic and Renaissance buildings allow one to 'feel' the history. Its churches, synagogues and palaces house some of Spain's best artistic treasures. Additionally, the city boasts a wealth of local crafts such as the famous 'Damasquinado', gold woven into iron.

The tour will include visits to the Cathedral, a Synagogue and a visit to the Chapel of St. Tome which houses the 'Burial of Count Orgaz' masterpiece painted by El Greco.

Cost per person: £65.00

