



Mortgage Lenders' Forum

SEPTEMBER MASTERCLASS

LONDON, 10 SEPTEMBER 2008

**MUNGO DUNNETT
ASSOCIATES**



THE SEPTEMBER MASTERCLASS

Entering New Markets: evaluating opportunities

Wednesday 10 September 10.30am-4.00pm

The masterclass will be facilitated by Mungo Dunnett, the director of Mungo Dunnett Associates. The session will be co-presented by Toby Franklin, formerly Director of Group Strategy for Kensington Group and one of the most able strategic thinkers in the UK mortgage market.

The session will comprise a combination of:

- Presentation
- Discussion
- Case studies

Whilst for lenders the last year has required intensive focus on the economics and practicalities of managing the existing mortgage business, for many this is also a time to reconsider the scope of their overall operation, and to ensure that they are best placed to emerge strongly from the market difficulty. On the other hand, there is a tendency in any market downturn to become risk averse and narrowly focused on the short term and immediate issues, and the commitment to strategic planning has markedly declined in recent months.

This workshop focuses on the wider strategic opportunities available to UK lenders. In part this considers the longer-term commercial openings likely to arise when the market repairs itself, and in so doing addresses issues of future and sustainable profit sources that any effective organisation ought to be cognisant of. Additionally, it considers developments worth lenders' consideration opportunistically during a period when competitors may be engrossed with their internal issues.

Based on our extensive strategic work in the UK mortgage sector and overseas, this workshop considers these issues, puts them into the context of the 2008 market, and considers how ventures should best be evaluated and implemented.

The workshop will focus on the following key areas:

- Best approaches: what market insight and consumer insight is useful? What segments should be targeted? What channels should be used?
- The opportunities: what will be the most attractive opportunities once the market repairs itself, both in the UK market and overseas? And what opportunities might exist in the shorter term?
- Contract principles and pragmatics: what is the best method of selecting and managing a partner?
- Financial due diligence and evaluative methodology: how should the fundamental attractiveness of markets be analysed – and how can you tell whether a market, or business, is well run?
- Implementation lessons: what can go wrong with new ventures? What should you take on and not take on?

Insider Briefing

A separate slot during the workshop will outline and discuss the trends and developments that have affected the UK mortgage market since July, and their implications for lenders.

The masterclass is taking place in central London at the IoD Hub building (pictured above), a purpose-built meeting and conference centre just next to Liverpool Street station.

The full address is:
IoD Hub
New Broad Street House
35 New Broad Street
London EC2M 1NH

Dress code:
Formal or business casual, as preferred

