

Ogilvy Public Relations Worldwide

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### Look who's headed here for next year's brand forum

YOU have heard from The Body Shop founder Anita Roddick and spiritual guru Deepak Chopra at this year's Global Brand Forum, now brace yourself for Mr Rudy Giuliani and Francis Ford Coppola.

The hard-hitting former mayor of New York City and the legendary filmmaker will be in Singapore next year for the forum, to share their views on Redefining Leadership In Brands And Business.

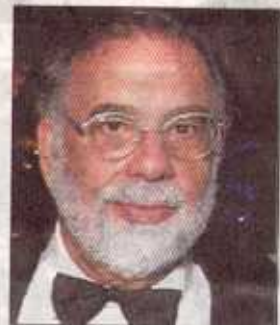
Mr Giuliani is the man credited



**RUDY GIULIANI**  
Ex-mayor of  
New York City

**FRANCIS FORD  
COPPOLA**

Acclaimed  
film director



with cleaning up New York City during his watch, by bringing crime rates down to their lowest levels since the 1960s.

In the aftermath of the Sept 11 terror attacks, he was also highly regarded for his exemplary leadership. For this, he was knighted by Queen Elizabeth II last year.

Mr Coppola is well-known for his critically-acclaimed movies,

which include The Godfather trilogy and Apocalypse Now.

Next year's Global Brand Forum, which will be held on Aug 16 and 17, will also include speakers such as Mr Warren Bennis, chairman of the Leadership Institute, having acted as a mentor and adviser to former US presidents such as John Kennedy and Ronald Reagan.