
ST JAMES
Senior Boys' School
Pūrna
MAGAZINE
2024
CADETS
2023/24
Our Combined Cadet Force (CCF) has recently achieved remarkable milestones, highlighted by both an intensive annual camp and a historic participation in the Nijmegen Four-Day Marches.
45
cadets
Annual camp, first event after school
45K
Speech Day
A Celebration of Achievement & Inspiration
IN COLLABORATION WITH
ST JAMES
Senior Girls' School
THE ODYSSEY
Immersed in the enchanting world of the Greek tale, the joint St James Senior Girls' School and St James Preparatory School's production of "The Odyssey" was a mythical journey to remember!
Watch Here
Class 6N
Q&A with Mr Norris
What has made your 2023/2024 class special?
What is your favourite memory of the year?
Class 6PW
Q&A with Ms Parker-Wood
Nursery go on a Bear Hunt!
Watch Here
ST JAMES
Preparatory School
Pūrna
MAGAZINE
2024
Holistic Wellbeing Initiatives
Celebrating Performi

# ST JAMES SCHOOL

## End of Year Magazines

### OVERVIEW

Commissioned to design and produce three distinct end-of-year publications for St James School, covering separate divisions while maintaining overarching brand consistency.

Each publication required structured editorial systems to accommodate high-volume photography, long-form content and departmental differentiation, all within defined school holiday production windows.

### EXECUTION

- Development of repeatable master-page frameworks
- Structured typographic hierarchy aligned to brand guidelines
- CMYK print preparation and liaison through to perfect-bound production
- Managed compressed timelines amid internal client personnel changes





# INVESTING/ DING IN THE 1930s ON MARKET: 1-1939

AL O'CONNOR, LECTURER IN FINANCE, NIVERSITY BUSINESS SCHOOL

third instalment of Fergal's demic analysis of the years leading up to the start of World War II.

On Sunday, 29 September 1931, the UK Treasury announced that it had defended Winston Churchill's Gold Standard for another year. The pound would remain pegged to gold at $4.86 to the pound. Within a week, however, the Bank of England was forced to abandon the Gold Standard and the pound fell by 30% against the dollar. Within a year, as the world economy continued to collapse, the UK economy was growing again. Within two years, unemployment had fallen by a third. Within three years, the UK had recovered all of the ground lost during the Great Depression. Within four years, the UK was the only major economy not in recession. Within five years, World War II had broken out.

Harvey (2008) discusses the evolution of the term of the London Gold Fixing in the early days of the 1919 inception and points to the 1930s as a period of stability and growth. Again to paraphrase Harvey, it was a time when investors became more and more interested in gold as the world economy became more and more unstable. While previously, only the wealthiest investors could afford to buy gold, now even relatively small investors could buy gold and be able to discuss the changes with a broker over the phone.

## AN INVESTOR'S VIEW OF GOLD IN THE 1930s

One might wonder why it needed a global depression in the 1930s for investors to start to take an interest in gold. Surely gold was always a safe haven? Well, not necessarily. Gold was a safe haven for investors in times of crisis, but only if the crisis was perceived to be a crisis for gold. Historically, investors have been more concerned about the risk of inflation than deflation. Inflation is bad for gold because it reduces the purchasing power of gold. Deflation is good for gold because it increases the purchasing power of gold. Therefore, investors have historically been more concerned about inflation than deflation.

In order to assess the gold investment case, I have also considered the gold price in real terms. Figure 3 shows the gold price in real terms over the period in question. Figure 3 also shows the gold price in nominal terms over the same period.

Gold outperformed the equities market for the majority of the 1930s, with equity prices increasing 71%.

**WHERE PREVIOUSLY ONLY ONE LINE HAD BEEN AVAILABLE BETWEEN EACH PARTICIPANT, EACH PARTICIPANT WAS PROVIDED WITH A PHONE**

**Fergal O'Connor is a lecturer in Finance at Cork University Business School and the University of York. His research interests include the Gold Standard and the London Gold Market. He has worked on Precious Metals Desks in the City of London for 15 years, most recently as a gold price setter for gold and silver.**









FIGURE 3: GOLD PRICE (£ REGUARD) & PRIVY COUNTY PRICE



FIGURE 4: MARKET DAYS ON THE LONDON STOCK MARKET

As in modern markets, gold price changes had a very low correlation to changes in the value of the equity market. Between 9/1931 and 9/1939, Gold Exchange Standard was in effect, the correlation between the gold price and the equity market was 0.21. Gold Exchange Standard was in effect, the correlation between the gold price and the equity market was 0.21.

We can also look at how the gold market reacted to sharp movements in the equity market in the 1930s. Figure 5 shows a scatter plot of daily equity market and gold price changes over the 10 worst days of the same 9/39 period.

On a number of these days, the gold price didn't change at all. Actually, it was unchanged on 7 of the 10 days. On the 3 days when it did change, it rose by less than 0.2%, while the equity market fell by over 2%.

The gold market of the 1930s seems to have had some characteristics in common with the gold market of today. Investors in the 1930s were looking for a safe haven in times of crisis. Investors today are looking for a safe haven in times of crisis. Gold was a safe haven in the 1930s, as it is today. Gold is a safe haven.

If you have research is of interest please feel free to follow Fergal on Twitter at @ or by email to Fergal for updates.

Cairns, Alasdair K. (1992) Precious Metals in Western Civilization, Box 46, Folder 1, Item 1 Harvey, Campbell R. (2008) Gold as a Commodity: The Substitution and Transmission of Inflation Risk. Journal of Applied Corporate Finance, Vol. 20, Issue 3, pp. 75-84 Jastram, Roy (1981) Silver: The Restless Metal. New York: John Wiley & Sons, Inc. Kindleberger, Charles P. (1984) A Financial History of Western Europe. London: George Allen & Unwin Publishers Ltd.



# 2019 CENTENARY OF THE FIRST LONDON GOLD PRICE

**BY AIDREN CONNELLY, PR OFFICER, LBMA**

2019 marks the centenary of the first London gold price, now known as the LBMA Gold Price. In an ever changing world, it is important not only to recognise this important achievement, but to look forward to the next 100 years.

Throughout the centenary year, the London Bullion Market Association (LBMA) will be hosting a number of events to celebrate the centenary. These events will be open to all members of the London gold market, including the addition of three new members.

To mark the centenary of the price, LBMA has arranged a series of events during 2019.

## WHAT'S PLANNED FOR 2019?

**SEMINAR & COCKTAIL RECEPTION, 23 SEPTEMBER**
To be held at the Goldsmiths' Hall, which was built on the site of Rothschild & Co building, which was built on the site of the Bank of New Court, St Swithin's Lane, where the first gold price was set. We would like to invite Rothschild & Co for the Rothschild connection to this event. There will be some items from the Rothschild Archive on display which will be announced in due course. Also, the Rothschild Benchmark Initiative (BBA) will deliver a presentation about the gold price auction.

**GOLD TALK, 27 SEPTEMBER**
Ruth Crowell, LBMA Chief Executive, and Paul Fisher, LBMA Chairman, will deliver a joint talk at the Bank of England on the history of the gold market.

**SEMINAR & GALA DINNER, 3 DECEMBER**
Taking place in the historic surroundings of the Guildhall in the heart of the City of London. A seminar will also be held during the afternoon.

**COIN COMPETITION**
We have received some excellent entries for the competition to design a silver coin to commemorate the centenary. The winning design will be judged by a panel of industry experts. The coin will be produced in sufficient quantity as a gift for all those attending the centenary dinner in December.







FIGURE 1: OFFICIAL GOLD HOLDINGS VS. REAL PRICE

Ten days later, the UK Treasury stunned the market with its gold transfer "plan" of 400m of its gold reserves to the Bank of England and the Exchange Equalisation Account.

Coming from the nation which had been the architect of the gold standard, the announcement was met with disbelief. Within a week, the gold price had risen by more than 10% and within a month it had risen by over 25%.

The gold market of the 1930s seems to have had some characteristics in common with the gold market of today. Investors in the 1930s were looking for a safe haven in times of crisis. Investors today are looking for a safe haven in times of crisis. Gold was a safe haven in the 1930s, as it is today. Gold is a safe haven.

**KEN CLARKE WANTED TO MAKE THE SAME ERROR THAT GAVE UP IN THE FACE OF BANK OF ENGLAND STALLING**

## GOLD VS GREENSPAN

Unnamed sources have variously told we press that the Treasury's plan to transfer the gold from the Bank of England to the Exchange Equalisation Account was motivated by the Chancellor's desire to fund the 2017 Budget deficit. The Treasury's plan to transfer the gold from the Bank of England to the Exchange Equalisation Account was motivated by the Chancellor's desire to fund the 2017 Budget deficit. But, when the

# LONDON BULLION MARKET ASSOCIATION

## The Alchemist – Quarterly Editorial Publication

### OVERVIEW

Responsible for the design and layout of The Alchemist, the quarterly publication produced for the London Bullion Market Association. The magazine brings together industry commentary, market analysis and thought leadership from across the global precious metals sector.

The publication required a structured editorial framework capable of accommodating long-form articles, technical charts and sponsor advertising while maintaining a professional and highly readable presentation.

### EXECUTION

- Structured editorial layouts to support long-form technical content
- Balanced industry commentary with sponsor advertising placements
- Maintained strict typographic hierarchy for complex editorial material
- Prepared final artwork for print and digital distribution

Each publication demanded a restrained editorial approach where clarity and hierarchy remained paramount across each issue.




We are pleased to share the Autumn edition of The Journal.
We speak with Calder & Co about 'Slow Travel', a term we are seeing used increasingly, where the aim is less about creating a busy itinerary and more about consciously crafting unique experiences that will enrich your trip.
We look at the must-visit foodie hotspots in the Catalonian capital and the top bars for sundowners on the charming Croatian island of Brač. We also travel to Sicily and share why autumn is a wonderful time to take in its beaches' beauty, Etna's magic and Moorish bechamel-filled arancini without the streams of holidaymakers.
Tim and Petra Zupančič travel the world for work, curating and creating visual content as they globetrot. The husband-and-wife duo have worked with The Hideaways Club for years, capturing many of its villas, apartments, and chalets and experiencing each unique destination. We sat down with Tim and Petra to learn a little more about their work, their favourite Club homes, and where they're flying off to next.
For the armchair travellers, we take you to Koh Phangan with a recipe for a traditional Thai dish, Tom Yum Goong. And for those planning their next trip to the mountains, don't miss out on our pick of the season's ski essentials that are both sensible and stylish.
We hope you enjoy reading!
THE HIDEAWAYS CLUB
CREATIVE NOMADS
Tim and Petra Zupančič travel the world for work, curating and creating visual content as they globetrot. The husband-and-wife duo have worked with The Hideaways Club for years, capturing many of its villas, apartments, and chalets and experiencing each unique destination. We sat down with Tim and Petra to learn a little more about their work, their favourite Club homes, and where they're flying off to next.
Can you tell us a little more about you both; how did you meet and what do you do for work?
We are from Maribor, Slovenia. We live on the outskirts of town with our four children.
I (Tim) studied architecture at the University of Ljubljana and still profoundly love buildings and spaces. We are both visually creative individuals, but our paths crossed through music, not design. Petra attended a music event where my band was playing, and that's where our story began. Now, we run our business together, focusing on creating captivating photo and video content in the commercial, real estate, and hospitality fields. Our goal is to build strong and positive relationships with our clients. In 2021, we bought a warehouse in Maribor and built a studio that is now available for rent to other visual creators. It all started as a hobby; we were fortunate enough to turn it into a job we and our whole family can enjoy.
Where is your favourite villa for a summertime escape?
One of our favourite villas for a summer holiday is Masseria L'Olivo. We've visited it twice. It exudes Italian charm with its grand architecture, and we love its unique open-plan living layout and the surrounding 200 olive trees. In the mornings, we enjoy hunting down delicious espresso in the local village, and during the hot days, we cool ourselves off in the pool.
FOODIE HOTSPOTS IN THE CATALONIAN CAPITAL
Barcelona's renowned culinary landscape attracts tens of millions of visitors every year. Many masters of Iberian gastronomy, including Albert Adrià and Carles Abellan, were born here, and both chefs have played leading roles in the long and celebrated tradition of Catalan cooking, where simple and tasty ingredients are transformed into remarkable delicacies and served in enchanting settings. Here are some of our favourite foodie spots.
Disfrutar
Founded by a trio of former El Bulli chefs, Disfrutar translates to 'enjoy' in English, which is precisely what diners are encouraged to do. The restaurant presents innovative and playful dishes that push the boundaries of gastronomy, containing technical precision with artistic presentation. Each plate is a work of art, meticulously crafted with attention to detail and an emphasis on flavour. Disfrutar's tasting menus showcase a symphony of textures, flavours, and surprising culinary techniques, taking guests on a gastronomic journey that delights the senses.
Find out more here
Orta
Orta, located in the Barceloneta district, offers a delightful fusion of Mediterranean and Basque cuisine. Led by renowned chef Martin Berasategui, Orta's menu showcases the finest seasonal ingredients, thoughtfully prepared to showcase their natural flavours. From expertly grilled meats to carefully crafted seafood creations, each plate at Orta is a harmonious blend of tradition and creativity. The warm and inviting ambience and attentive service create a welcoming atmosphere that invites guests to savour every bite.
Find out more here
BARCELONA
The Suit
A statement piece that has gained popularity, stand out on the slopes in a fashionable one-piece.
Holland Cooper Ski Suit
Find product here
Made from a four-way stretch, snow and water resistant material, this suit has all the technical attributes needed to hit the slopes while looking effortlessly cool. With a slim fit and body-contouring design, it's a statement piece that will pair perfectly with a thermal knit and overcoat.
The Set
One for the fashionistas: a ski jacket and a pant co-ord set will surely add a little colour to the snowy landscape.
ARC'TERYX Sentinel set in Storm Glow
Find product here
Team this iconic, ergonomic-fitting GORE-TEX trousers with the progressively designed Sentinel jacket to protect you from the elements and look cool (not literally) while doing so.
The Goggles
Ski goggles are essential for protecting your eyes from the elements and giving you clearer vision, if picked carefully, they can last a lifetime.
Oakley Line Miner
Find product here
This renowned goggle was created with a cylindrical design to provide the ultimate peripheral vision. Its fit is optimised for faces of all shapes and sizes and is engineered to fit with most helmets.
Crioà Acciaio
Find product here
With a modern design, a lightweight frame, and the fashionable Crioà brand stamp, these goggles offer 100% UV protection and look stylish and sophisticated.
The Socks
Beyond keeping you extra warm, a good pair of ski socks will help you stay comfortable in your ski boots. They should fit tight enough to prevent blisters and offer extra cushioning to avoid hurting your heels and shins.
Stance Mellowed Socks (3 pack)
Find product here
These merino wool socks are designed for all-day wear. They have targeted cushioning in the shin, toes and heel. In subtle rose and grey colours, they blend warmth, durability, and breathability.
Bauerfind Alpine Compression Socks
Find product here
Made with merino wool, these socks are cleverly designed to increase the efficiency of the calf muscle with innovative zone compression. Padded areas reduce pressure on the shin, instep, ankle and sole when wearing boots.
The Gloves
Whether it's toasty mittens to keep you warm and dry while carving tracks or lightweight gloves to warm and from the après-ski spot, hand coverings are a crucial bit of kit.
Burton Gondy Mittens
Find product here
These white gold/TEX leather mittens offer durability and dexterity. They also have insulation and a waterproofing to keep you warm and dry for a full day of riding.
Hestra Ergo Grip Gloves
Find product here
This short, supple, freeriding glove offers the best possible grip. The carefully placed seams follow the hand's natural mobility. It is made of goatskin leather and cowhide with a warm synthetic lining.
OFF-SEASON SICILY
A melting pot of culture and civilisations, Sicily is a striking blend of architecture, spirit, food and natural beauty.
The largest island in the Mediterranean, off the south coast of Italy at the bottom of the 'boot', is surrounded by crystal-clear turquoise waters. Ancient temples, Baroque cathedrals, and crumbling palazzos sit alongside olive groves and vineyards under the iconic shadow of Mount Etna.
While summer is teeming with tourists, autumn is a quieter time to enjoy the beaches, the magic of Etna, and almond-filled arancini.
How long should you stay?
From landing in Palermo, two weeks on the island should be enough to experience the best without the madding summer crowds. Baroque towns on the south coast, Modica, Scicli, and Ragusa, can be visited on day trips. You can enjoy relaxing on one of Taormina's beaches, hire a car and explore the countryside, or for the adrenaline seekers, you can hop on a ferry to the Aeolians, an archipelago of seven islands, each with its own unique charm, from volcanic eruptions over the centuries

# THE HIDEAWAYS CLUB

## The Journal – Bi-Monthly Editorial Publication

### OVERVIEW

Entrusted with sole responsibility for the ongoing design and production of The Journal, a bi-monthly publication serving a high-end private members audience.

While each issue evolved editorially, a consistent structural framework ensured continuity across typography, colour hierarchy and content rhythm.

### EXECUTION

- Established modular grid system adaptable to variable content lengths
- Maintained brand alignment with digital ecosystem
- Delivered both digital and print-ready editions as required
- Managed full issue lifecycle from initial layout through final artwork

Each issue balanced editorial flexibility with structural discipline.



roducing

NONE FLYWHEEL

liver on the Growth
sophy, the **Danone Flywheel**
s been developed: it is our
ery own **excellence in execution**
**framework**, building on four
critical Growth Pillars that matter
to drive **Growth** and **Impact**.

SUPERIOR PORTFOLIO
MORE AVAILABILITY
PHYSICAL AVAILABILITY
MORE PEOPLE FOR GROWTH
SERVE MORE PEOPLE
IMPACT
GROW

Our Danone Growth Philosophy

SERVE MORE PEOPLE
IMPACT
GROW

**Serve more people** talks about our obsession for growth.
The more we **grow our business**, the more we **impact health, planet and people** in a positive way. The more people we **impact positively**, the more we **grow in a solid, durable way!**
We can do it when others can't. It is our DNA!

Click Here

The four critical Pillars to drive Growth and Impact in the Danone Flywheel

SUPERIOR PORTFOLIO
MORE AVAILABILITY
PHYSICAL AVAILABILITY
MORE PEOPLE FOR GROWTH
SERVE MORE PEOPLE
IMPACT
GROW

**The Danone Flywheel helps you out...**
- It gives a **holistic snapshot** of your business execution. In other words, it will help you **understand what is/isn't working** in the execution of the 4 Pillars that matter to drive growth & impact.
- It is **not** a reporting tool, it is an operational tool for local teams to **optimize CBU/Brands plans, prioritize efforts** and **support their business/strategic review** discussions.

**Why is this relevant?**
The Danone Flywheel will help:
- Drive **more fact based** discussions and decisions
- Fix **execution** by reworking actions plans before pivoting strategy
- **Prioritize and push for choice** between levers and brands
- Draw more power from **cross-functional team work**.

**Look out** for the Danone Flywheel in this document. It will appear on each campaign page with the relevant section of the wheel highlighted to show which pillar that particular campaign relates to

LOCAL DTP

GOOD DAYS BAD DAYS CAMPAIGN ADAPTATION IN TURKEY

**Type of campaign:**
DTP social media campaign

**Description:**
Due to local regulations, the CBU had to collaborate with a patient society for social media activations. Therefore this was used as part of a YouTube campaign for 'Dance with Cancer' the most popular cancer patient society in Turkey.
The CBU team collaborated with the Consumer Marketing Department of Nutricia to determine the best possible duration and version for social media and then managed with local agencies for better impression results. The Turkish version of Good & Bad Days Campaign was active between 1-15 February on YouTube and received more than 2.2 million impressions in this two weeks.
At the end of the video there was a link to the patient website www.kanserdebeslenerseminsan which got 5000 clicks to the website in two weeks.

**Materials available:**
Social media film

**Usage:**
**Territory:** Global
**Media:** Online
**Time:** In perpetuity

We adapted 'Good & Bad Days' campaign for our market on World Cancer Day, 4th February 2021 and got more than 2.2 million impression in two weeks on YouTube. The campaign's success was wonderful! Actually we already knew that this story was going to speak to the cancer patients and caregivers' heart because it is so real. Yes they have Good & Bad Days and we support them to make their glass more often half full.

Melike Edirneliioğlu
Senior Manager
Local Digital Strategy and Local Portal Supervisor




GLOBAL HCP

ONCO SENSATIONS HYPERTARGETING

**Type of campaign:**
HCP

**Description:**
The Oncology team worked with their digital marketing agency to hypertarget a set of short videos to oncologists and dieticians on their personal LinkedIn feeds. The videos cover a range of relevant subjects from malnutrition in cancer to adherence to new flavors of medical nutrition.

**Materials available:**
- 8x short digital videos
- 1x campaign summary presentation

**Usage:**
**Territory:** Global
**Media:** Online
**Time:** In perpetuity




NCY HIGHLIGHTS

ENT STRATEGY RESOURCES
ELOPED BY HAVAS

**ealthcare white papers**
Health & You network regularly carries
h into hot topics affecting the health
space. These reports, available
exclusively to our clients, deliver up-to-date data
and insights into the latest trends affecting our
sector, offering marketing teams a unique
advantage against competitors.
This group we are making available to you three
key reports which we think could help inform and
ultimately benefit your marketing plans.

**The Media Means Business report**
This report offers strategic advice, based on detailed research, on how to best leverage different media channels based on the interests and social media habits of healthcare professionals, whether white coats are on or off. The report includes the Seven Deadly Sins of Ineffective Media!

20





**Meaningful Brands Framework**
Meaningful Brands is Havas' ongoing, proprietary, research initiative, which seeks to get to the heart of which brands are scoring high for consumers on the index, and why. Furthermore, the reports give an insight into what people/patients expect of brands today (a time of great disruption!), and what those brands should/could be doing to meet (and exceed!) those expectations.

Click Here
to view all reports

**Generation Now white paper**
A report into the global impact of the Millennial HCP, a new generation of HCPs with a different mindset, approach and set of priorities, all of which need to be considered when developing and activating communications.







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# NUTRICIA

## Oncology Asset Magazine

### OVERVIEW

Commissioned via HAVAS to design a digital oncology publication for Nutricia's Healthcare Professional audience. The objective was to translate clinically detailed content into a structured editorial format that maintained medical credibility while improving navigability across sections.

A considered magazine framework was developed to emulate traditional print conventions within a digital environment, ensuring familiarity and authority for HCP readers.

### EXECUTION

- Structured editorial grid system for clinical content
- Section-based hierarchy to improve treatment clarity
- Controlled typographic scale aligned to medical tone
- Subtle print-inspired detailing to reinforce credibility
- High-resolution digital export optimised for portal deployment




Healthcare Events & Congress Playbook
NUTRICIA
CONFIDENTIAL FOR INTERNAL USE ONLY


RACI MODEL FOR HEALTHCARE EVENTS & CONGRESSES
Scientific events/symposia will be separated from any branded booths or marketplaces. This ensures that we create a clear separation between educational & promotional activity by Danone, in line with the commitments of our company to the WHO Call to Action.

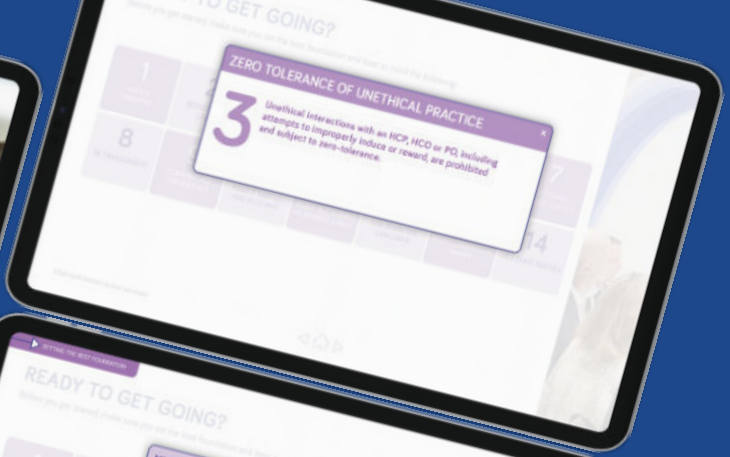

ZERO TOLERANCE OF UNETHICAL PRACTICE
3
Unethical interactions with an HCP, HCO or PO, including attempts to improperly induce or reward, are prohibited and subject to zero-tolerance.


TABLE OF CONTENTS
PART 1
Introduction & strategic framework
PART 2
Planning & execution
PART 3
General congress planning information


DIGITAL AMPLIFICATION OF HEALTHCARE EVENTS & CONGRESSES THROUGH MCE
What do we mean?
Why is it important for the business?
Optimize investments in congresses/events
On-site reach & time window is limited
Extend reach to a broader audience through other/digital channels
Create awareness pre-event, engage during event, follow-up post event
Increased communication frequencies through multiple touchpoints

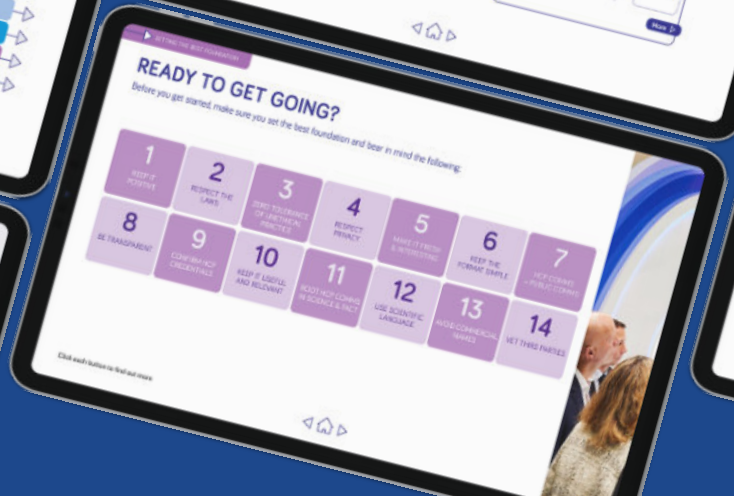

READY TO GET GOING?
KEEP THE FORMAT SIMPLE
6
Keep the format plain and without fancy or emotional images, colors or exonerating languages. There should be clear distinction between HCPs and general public materials.


PART 2
Planning & execution
GUIDANCE FOR TA & CATEGORY CONGRESSES
BRAND PRESENCE
WAYS OF WORKING INCL. TEMPLATES
ENDORSEMENT & ACCREDITATION
COMPLIANCE FRAMEWORK
AMPLIFICATION THROUGH MCE
SETTING THE BEST FOUNDATION
BEST PRACTICES


MCE & CHOICE OF EVENT MODEL
Partial partnership model
Full partnership model
Nutricia-owned model


READY TO GET GOING?
ROOT HCP COMMS IN SCIENCE & FACT
11
Our communication with HCPs should be of a scientific and factual nature, verifiable, sufficiently complete, of good quality, objective, reliable, clear, legible, accurate, balanced, fair, objective, understandable, accessible, transparent, relevant and consistent; evidence-based, unbiased, and up to date. Disguised promotion of Danone products is prohibited at all times.


TAINING A COHESIVE &
ENT BRAND PRESENCE
NUTRICIA


READY TO GET GOING?
Before you get started, make sure you set the best foundation and bear in mind the following:


10 GOLDEN RULES FOR SCIENTIFIC EVENTS
Dos
Don'ts

# NUTRICIA

## Congress Digital Playbook

### OVERVIEW

Collaborated with HAVAS to design and produce a digital congress playbook for Nutricia, supporting internal teams in planning and delivering healthcare congress activity.

The document required a structured digital framework capable of presenting complex event guidance while maintaining clarity and consistency across Nutricia's established brand system.

A restrained layout approach ensured the content remained highly navigable for internal stakeholders while supporting the structured delivery of congress planning guidance.

### EXECUTION

- Designed a structured digital playbook framework for internal event planning
- Maintained strict alignment with Nutricia's corporate brand system
- Developed a navigable interactive document including internal navigation and external linking
- Implemented layered information architecture using tiled overlays and progressive content reveals
- Delivered a compressed interactive PDF optimised for internal presentation environments




Joining The Hideaways Club
MEMBERSHIP OVERVIEW
THE HIDEAWAYS CLUB

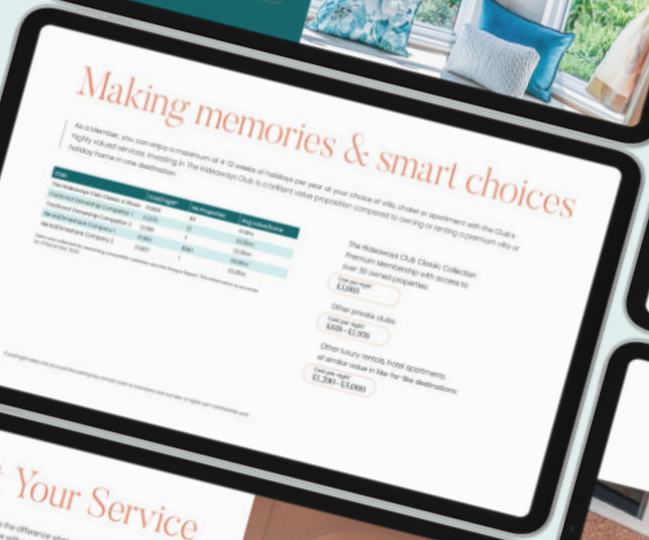

Reciprocal Partners


An Alternative Joining Opportunity


Overview
ABOUT THE CLUB
VALUE PROPOSITION
AT YOUR SERVICE
RECIPROCAL PARTNERS
LOCATIONS
MEMBERSHIP PLANS
CLUB HOMES & AVAILABILITY
WHY JOIN NOW
JOINING OPPORTUNITIES


Your Key to a World of Holidays


FAQs


Making memories & smart choices


Membership Plans Tailored to your Lifestyle


To find out more and join
The Hideaways Club
please contact our CEO, Robert Swartling
robertswartling@thehideawaysclub.com
or schedule a call here


Your Service


Your Membership Your flexibility
You are investing in a lifetime of opportunities for yourself, your family and your friends.
Joining The Hideaways Club is a lifestyle investment and Members tend to stay with the Club long-term. Understanding that personal circumstances and travel requirements may change, we offer various exit mechanisms, including transfer of shares to other family members.
Your membership allows you to share benefits with your loved ones. You can also gift weeks to family and friends.


THE HIDEAWAYS CLUB

# THE HIDEAWAYS CLUB

## Digital Sales Presenter

### OVERVIEW

Developed an investor-facing presentation system designed to guide high-net-worth prospects through a controlled, narrative-led sales journey.

The brief required transforming complex offering information into a structured, persuasive narrative suitable for both digital distribution and live presentation environments.

The objective was not simply visual alignment, but controlled pacing - guiding high-net-worth prospects through value, exclusivity and operational credibility in a measured progression.

### EXECUTION

- Established modular slide architecture to ensure structural consistency across sections
- Defined typographic hierarchy for value propositions, pricing tiers and membership benefits
- Integrated imagery, iconography and data blocks within a disciplined spacing system
- Balanced editorial flexibility with presentation rhythm to maintain engagement
- Delivered a scalable deck framework adaptable for future membership cycles






OpTri | A BLUEPRINT FOR BETTER

# NUTRICIA

## Product Reveal Campaign

### OVERVIEW

Established a cohesive campaign system from early-stage concepts, aligning all outputs into a unified product reveal framework.

A unified visual approach was established across all outputs, creating a consistent and recognisable framework to support the product launch across both print and digital formats.

All materials were delivered within tight production timelines ahead of the product reveal.

### DELIVERABLES

A suite of campaign and supporting materials was produced, including:

- Fold-out flyer (A5 → A1)
- Interactive detail aids
- Print-ready brochures
- Stakeholder documentation
- Product guide

