



Business, Culture, Talks | Evening Event, New

Wed, 23rd Nov 2016
6:45pm – 8:15pm

Special Event | What will President Trump do?

with Desmond King, Paul Maidment and Allyson Stewart-Allen. Moderated by Graham Hutchings.

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Venue

Conway Hall
25 Red Lion Square
London WC1R 4RL
United Kingdom
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When President Trump walks into the Oval Office in January 2017, his pledge to “Make America Great Again” will finally be put to the test. But what can he realistically achieve?

Which of the promises he has made to the American people can he keep? Can he really wipe the Obama administration from history by erasing every “executive action, memorandum and order issued by President Obama”? And does the rest of the world have anything to fear from a president who truly believes that “the world is most peaceful and most prosperous when America is strongest.”

Join the how to: Academy and Oxford Analytica as we pull apart the pledges made by Donald Trump during his campaign, and try to predict what his presidency will change for the US and the world.

More speakers to be announced.

In association with Oxford Analytica:



Graham Hutchings



Graham Hutchings undertook his first consulting assignment for Oxford Analytica in 1988 when he was China Specialist with London's Daily Telegraph newspaper. He spent 10 years based first in Beijing and then Hong Kong as the paper's China Correspondent, reporting on such major events as the suppression of the student-led protests in Tiananmen Square, China's economic 'take-off' and the return of Hong Kong to Chinese sovereignty. He studied Chinese history, politics and language at the Hatfield Polytechnic and Ealing College of Higher Education.

Graham joined Oxford Analytica full time in 2000 as Managing Editor of the Oxford Analytica Daily Brief. His *Modern China: A Companion to a Rising Power* was published by Penguin Press in the same year. In 2011 he was appointed

events around the world each day for clients in government, international institutions and corporations. He became Managing Director of Oxford Analytica in April 2013.

Allyson Stewart-Allen



Allyson Stewart-Allen is a renowned marketer, whose expertise in brand internationalisation is sought by leading businesses globally through her consultancy, publications, appearances, mentoring and corporate education.

A Californian based in Europe for over 25 years, Allyson applies her extensive international consulting experience, MBA education with Dr. Peter Drucker and languages (French, German) to the company she founded, International Marketing Partners.

Using its BrandTravel™ methodology, Allyson helps companies and their leaders to successfully and profitably span international and functional boundaries by giving them the tools to be more effective in a global arena. The benefits clients enjoy as a result include better localisation, increased corporate diplomacy capability and more effective relationships with internal and external stakeholders.

Allyson has advised more than 200 businesses in 26 countries including Aegis, BAE Systems, Burberry, Cadbury, Coach, HSBC, Lufthansa, NBC Universal, SAB Miller and Shell.

Allyson is co-author of best-selling book Working with Americans (Prentice Hall), the first business manual exclusively about the US business culture, which helps professionals improve their relationships with, and profits from, American business partners, bosses and colleagues.

Desmond King



Desmond King is Andrew W Mellon Professor of American Government at the University of Oxford. He is the author of 10 books including Making Americans (2002), Separate and Unequal: African Americans and the US Federal Government (2007), Still a House Divided with Rogers Smith (2011) and most recently, Fed Power: How Finance Wins with Larry Jacobs (2016)

Paul Maidment



Paul Maidment directs Oxford Analytica's Analysis division and is managing editor of its flagship publication, The Daily Brief. He leads the firm's team of staff analysts and global network of expert contributors.

Previously, Paul was principal and editor-in-chief of Bystander Media, a New York digital publishing consultancy. Before starting his own firm, he was an award-winning journalist and pioneer in digital journalism, being the founding editor of the Financial Times' website, ft.com, and then spending a decade in a similar print/online role as executive editor of Forbes magazine and editor of forbes.com.

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