



Invitation to the Responsible Jewellery Council (RJC) session:

The Future of the Jewellery industry: Responsible Business Practices and the RJC Member Certification

Supported by JCK Toronto

This session will address how the jewellery industry can ensure it is equipped for the future of the discerning consumer:

- Crisis management: some multinational corporations have experienced a decline in their share value during a hit to their reputation.
- How to create and preserve a strong reputation – in order to avoid crises, strengthen your brand and increase your business?
- Understand the importance of stakeholders to maintain reputation and bring awareness of the broader political picture and emerging reputation issues.
- Building a platform of responsible business practices: for long-term resilience, to enhance corporate reputation and support consumer confidence.

Date	Tuesday, 14 August, 2012
Time	9:30am – 10:45am
Opening	David Ritter, President & CEO, Canadian Jewellers Association
Speakers	Catherine Sproule, Chief Operations Officer, Responsible Jewellery Council Ryan Taylor, Chief Designer, Co-Founder, The Fair Trade Jewellery Co. Jeffrey Brenner, President, Jaybee Trading Inc. trading as a !Xam Diamonds
Venue	Education Theatre, Show Floor JCK Toronto To register to JCK Toronto, please visit http://toronto.jckonline.com/

RSVP by 10 August, 2012 to:
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