



Oct 16, 2013 10:03 BST

elephant to promote financial mutuals conference

elephant communications has been engaged to run the press office and social newsroom for the Association of Financial Mutuals Annual Conference and AGM, which takes place this week at Heythrop Park,

Oxfordshire.

From all corners of the UK, representatives from 53 financial mutuals will attend the annual event, which will make a strong statement about the vibrancy of the sector.

The AFM conference will take the theme of "Making Mutuality Meaningful" with a number of speakers covering a broad range of topics across the two days. Day one will focus on the solutions being developed by mutuals in response to a changing business environment and the political and regulatory arena they operate in. Day two will see a number of discussion sessions covering everything from Islamic and ethical insurance and social media to audit developments, business agility and innovation.

At a time when 'responsible capitalism' is an increasingly coined phrase in terms of how businesses should conduct themselves, the time is right to demonstrate the mutual advantage. Recent consumer research conducted by YouGov on behalf of AFM revealed that the words people most associate with financial mutuals are ethics (25%), responsible (23%) and trust (21%).

To follow the AFM conference visit the conference newsroom on Mynewsdesk at www.mynewsdesk.com/uk/afm

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