

9th June 2010

The Morpheus Group host exclusive business event at Terminal 5

The Morpheus Group today held the 3rd in a series of exclusive round table business events, this time in conjunction with BAA, the world's leading airport operator.

The aim of the day was to offer the participants, senior business leaders drawn from across UK Industry, the opportunity to share thoughts and ideas on continuous improvement programmes.

The event was opened by Steve Morgan, BAA main board director. As Capital Director, Steve is responsible for a £4 billion capital investment programme associated with rebuilding the centre of Heathrow.

With over 12 companies attending, including UBS Investment Bank, BskyB, Maersk, Lloyd's Register, Zurich, Deutsche Bank, Barclays Capital, Princess Yachts and HSL, conversations centred on BAA's intelligent client approach to its suppliers with BAA's Head of Customer experience Alec Gilbert illustrating how T5 has evolved to become the hub of choice in Europe.

The highlight of the event for many people was a special behind the scenes tour of Terminal 5, taking participants to see the Operations nerve centre and security and passenger on-boarding processes.

The event closed with guest speaker, David Smith, former CEO of Jaguar and Land Rover presentation "CEO . man and superman". David urged us not to let a good crisis go to waste but to use these challenging economic times to give us a renewed mandate for change.

Pete Davies, Director of the Health and Safety Laboratory commented: "The impact that BAA's process engineering programme has had on the customer experience at T5 was very impressive to hear and see, but what was more impressive to me was to learn from the attendees of the Morpheus Roundtable event, how applicable these techniques are to a wide range of business types across almost every market sector."

If you are interested in attending the next Morpheus round table event in autumn 2010 please contact Mike Swetman on 0207 717 8660 or mike.swetman@morpheus-group.com

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Note to Editors:

The Morpheus Group is a complete business solutions provider for process and cultural change. Founded in 2005, Morpheus has built a strong reputation for consistently delivering senior programme and change managers to an impressive blue chip client base. For more information: www.morpheus-group.com



Pictured at the event (left) Guest speaker, David Smith, former CEO of Jaguar and Land Rover talking with Pete Davies, Director of the Health and Safety Laboratory.