



Headteacher: **Mr J Grant**  
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May 2015

Dear Parent/Carer

**AS/A2 Business Studies visit to the Inaugural EGBA Business Lecture at Chequer Mead on 18<sup>th</sup> June 2015**

As part of the preparation for the AS/A2 Business Studies course, all students are invited to attend a lecture given by Jeremy Seigal, CEO of White Stuff at Chequer Mead on Thursday 18<sup>th</sup> June. Retailing is an essential element in making East Grinstead a 'destination' and this is a great opportunity for all those students with an interest in business, and particularly retail, to hear how a highly successful major branded company operates.

Students will be expected to meet at Chequer Mead Theatre at 6.00pm and the lecture is due to start at 7.00pm. Students will need to make their own way to and from Chequer Mead.

The lecture is free to attend for students accompanied by a member of staff but as this is a ticket only event and open to members of the public, it is important in order to secure entrance you complete and return the attached parental consent form and reply slip below by Monday 8<sup>th</sup> June.

This is a fantastic opportunity to learn about White Stuff's reasons for coming to East Grinstead, the business model, marketing methods and how Jeremy Seigal sees 'High Street' retail evolving. Students will also have the opportunity to ask questions.

Yours sincerely

Mrs J Fleming  
**Curriculum Leader of Business, Law and Economics**

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To: Mrs Fleming

Name of student ..... Form .....

I give permission for my child to attend the EGBA Business Lecture at Chequer Mead on 18<sup>th</sup> June 2015.

Signed ..... Parent/Carer Date .....

Student mobile number ..... (urgent contact only)

Parent/Carer contact on the day is ..... (urgent contact only)

