



Remaining relevant in a fast-changing world

Tracey Greaves, Goodwood Estate

<https://www.linkedin.com/in/tracey-greaves-729a165/>

The experience economy is booming, brands who are authentic, values driven and care about the environment are becoming increasingly successful. How do brands adapt, innovate and position themselves for this new future? Goodwood, a 12,000 acre sprawling Estate in West Sussex continues to drive change and remains relevant in this ever changing world. Join us in exploring how a British brand faces these challenges and the innovation that drives Goodwood on.