

Directors of Tomorrow – Guernsey IoD Convention 2018

The date was 6th of October 2018 and today I was taking part in the Institute of Directors convention, having been invited as a student to give my opinion on what Guernsey global identity is and should be.

It all started with at lunch at the OGH, where all the students were invited to meet the moderator and key note speaker. As I walked in I surprised to be meet the man who fills my tv screen every night, Alastair Stewart as well as Simon Aanholt, the man who created a country!

Despite the quite interrogative style Alastair took in his initial line of questioning to us, we were soon able to sit down and enjoy challenging but enthralling discussion over lunch.

One of the main points up to debate was what would be your reaction if someone scoffed at Guernsey for being a “tax haven”. This seemed to split our student opinions and while some saw it as quite an awkward topic I believed it was something to be embraced. This is because it enables us to thrive in our main sector of finance.

After this gripping lunchtime discussion I quick drove home to recharge before the intriguing evening which lay ahead. I did some research into the keynote speaker and was fully prepared to go head on into debate at 5.

Whilst at the pre event drinks reception I noticed my dad as well as many important figures in the Guernsey community looming and suddenly the scale of this event began to set in.

The evening hit off with an address from the event organiser and head of IOD, John Clacy before talks from Simon Anholt as well as Hanna Laikko which both addressed the importance of brand but the neglect of branding. Identity is not made of what you say but instead with what you do.

Then came one of the most exciting parts of the evening, dinner. Roast chicken dripping with a gorgeous gravy, followed by a taste bud tingling chocolate brownie. With my stomach full and greatly satisfied the floor debate began.

The debate began relatively focused upon the matter at hand of Guernsey’s global identity. But as the night went on and more drinks were consumed I noticed emotions ran high and the topic greatly changed. From Guernsey’s identity to the states’ policies over education rants came left, right and centre. My dad even let out an emotional outcry over the states lack of backing to the charity sector.

But finally, after hours of listening came the true climax of the night, the opinions of the student table. Each of us had a chance on the mic to discuss what we had mentioned at lunch. For the daughter of John Clacy, Millie, this involved further slating of the states for their poor talk they gave at her school about the new voting system. While for me this involved the acceptance of our tax situation but also the knowledge that diversification into the tourist industry was still required. A great way I thought to do this would be to create a new and main flagship attraction in St Peter Port centre. This is for the cruise ships tourists who often never venture further than the town and hence don’t see Guernsey’s other great natural beauties.

As my night came to an end and I reflected upon the nights' events I realised for me despite Guernsey's identity being the main topic for discussion domestic issues of education for example need addressing first.