



VICTOR WATSON CBE DL

Literary Luncheon

TUESDAY 11TH NOVEMBER 2008

LEEDS CIVIC HALL

DRINKS RECEPTION 12.00 NOON

LUNCHEON 12.30—3.00 PM

THE WADDINGTONS STORY

FROM THE EARLY DAYS TO MONOPOLY,
THE MAXWELL BIDS AND INTO THE NEXT MILLENNIUM



VICTOR WATSON

Join Victor Watson and honoured guests in the presence of the Lord Mayor and the Lady Mayoress of Leeds to launch his new book, *The Waddingtons Story*.

The former Chairman of John Waddington will be joined by guest speakers Dame Fanny Waterman and former England rugby captain and Managing Director of Waddingtons, David Perry, to celebrate the fascinating business career and life achievements of a remarkable Yorkshireman.

Victor Watson is renowned for his wit as an entertaining after-dinner speaker and has many an intriguing tale to recount about his esteemed business life, influential family members, friends and foes and his battles for Waddingtons, the famous producers of Monopoly and Cluedo board games and playing cards.

A LIMITED NUMBER OF TICKETS AT £40 (INC. VAT) ARE AVAILABLE AND ALSO SOME SPONSORSHIP OPPORTUNITIES

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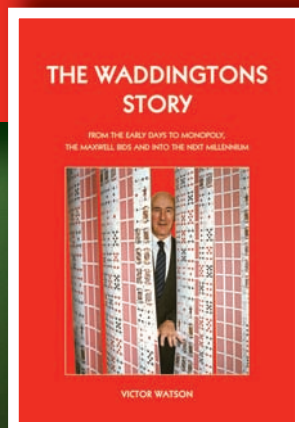
THE WADDINGTONS STORY

FROM THE EARLY DAYS TO MONOPOLY, THE
MAXWELL BIDS AND INTO THE NEXT MILLENNIUM

The Waddingtons Story: From the early days to Monopoly, the Maxwell bids and into the next millennium offers a unique insider's view of the world-famous company.

Former chairman Victor Watson uncovers the background to Waddingtons' success, drawing upon his own experiences and the records and memories of three generations of his family. His story begins with the rise of his grandfather Victor Hugo Watson, whose lively personality and eye for opportunities turned the company from failing provincial printer to market leader. He then charts the triumphs of his father Norman Watson, who helped make much-loved household names of Monopoly and Cluedo. His revelations conclude with his own time at the helm, when achievement was shot through with tension as the company fought to repel takeover bids by Robert Maxwell's British Printing and Communications Corporation.

The Waddingtons Story is an account of a company where traditional values such as loyalty and service met ingenuity and keen business sense to overcome obstacles both everyday and unexpected. From the steps taken to survive the General Strike of 1926 and the Depression of the 1930s to the top secret printing jobs carried out during World War II; from the rivalry and cooperation with competitors such as De la Rue to the international fame of the World Monopoly Championships, this book reveals the true story of a company whose business was much more than a game.



Author: Victor Watson

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