

PRUDENTIAL PLC  
Form 6-K  
October 21, 2009

**SECURITIES AND EXCHANGE COMMISSION**

**Washington, D.C. 20549**

**FORM 6-K**

**REPORT OF FOREIGN PRIVATE ISSUER**

**Pursuant to Rule 13a-16 or 15d-16 of**

**the Securities Exchange Act of 1934**

**For the month of October, 2009**

**PRUDENTIAL PUBLIC LIMITED COMPANY**

**(Translation of registrant's name into English)**

**LAURENCE POUNTNEY HILL,**

**LONDON, EC4R 0HH, ENGLAND**

**(Address of principal executive offices)**

Indicate by check mark whether the registrant files or will file annual reports under cover Form 20-F or Form 40-F.

Form 20-F  Form 40-F

Indicate by check mark whether the registrant by furnishing the information contained in this Form is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.

Yes  No

If  Yes is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b): 82-

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

Date: October 21, 2009

**PRUDENTIAL PUBLIC LIMITED COMPANY**

By: /s/ Sylvia Edwards

Sylvia Edwards  
Assistant Group Secretary

Date: 21 October 2009

**DISCLOSURE OF EFFECTIVE DATE OF BOARD CHANGE**

Further to the announcement on 2 July 2009, Prudential plc ( the Company ) announces that Rob Devey will be appointed to the position of Chief Executive, Prudential UK and Europe and executive director of the Company with effect from 16 November 2009.

This announcement is made pursuant to the obligations under Listing Rule 9.6.12.

Additional information:

*Prudential plc is not affiliated in any manner with Prudential Financial, Inc. a company whose principal place of business is in the United States of America.*

-ENDS-

**Contact name for Enquiries**

Emma Jacobs, Secretariat Administrator

020 7548 3931

**Company official responsible for making notification**

Sylvia Edwards, Assistant Group Secretary

020 7548 3826