

INBREC Benelux Chapter – International Brand & Reputation Community
Meeting of companies/organizations located in Belgium, The Netherlands and Luxembourg

Theme: Executing Brand & Reputation Management within international Organizations

Date: Thursday, November 3, 2016

Hosted by: ING Belgium in Brussels

Venue: ING Bank, Avenue Marnix 24, 1000 Bruxelles, Belgium (meeting Room 3)

Participants: 10 Corporate Managers in Brand & Reputation Management, Communication, Marketing and Public Affairs (no consultants and vendors admitted)

Dresscode: Business Casual

Networking dinner on November 2nd, 19.00, at “The Restaurant by Pierre Balthazar”, inside The Hotel Brussels, Boulevard de Waterloo 38, 1000 BRUSSELS

AGENDA, 3rd November

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| 09.00 – 09.15 | Registration and refreshments |
| 09.15 – 09.30 | Welcome and introduction to the day
<i>Nanne Bos, Head Global Branding, ING Group, INBREC Advisory Board</i>
<i>Markus Renner, Co-Chairman & Co-Founder INBREC</i> |
| 9.30 – 10.30 | Presentation and facilitated discussion: Is there an ideal process to “Stakeholder-guided Brand & Reputation Management”?
<i>Markus Renner, Co-Chairman & Co-Founder INBREC</i> |
| 10.30 – 10.45 | Coffee Break |
| 10.45 – 12.30 | Presentation and facilitated discussion: How would the ideal Brand & Reputation function look like? Capabilities, centralized vs decentralized governance, resources – exploring the model for 2020
<i>Nanne Bos, Head Global Branding, ING Group, INBREC Advisory Board</i> |
| 12.30 – 13.45 | Lunch |
| 13.45 – 15.45 | Presentation and facilitated discussion: From output to impact: how fundamental changes can increase the added value of the communication organization
<i>Caroline Kamerbeek, Vice President Global Communications DNV GL – Energy</i> |
| 15.45 – 16.15 | Wrap-up, feedback and preview on next meetings |
| 16.15 | Farewell / end of INBREC Benelux meeting |