

**PRESS RELEASE: SECOND INBREC AFRICAN CHAPTER WORKSHOP TO HIGHLIGHT KEY DEVELOPMENTS IN BRAND AND REPUTATION MANAGEMENT**

**Johannesburg, 11 October 2016.** Cutting edge developments in the world of brand and reputation management will be discussed by top executives from several of South Africa's blue-chip companies at the third International Brand and Reputation Community (INBREC) workshop being held in Johannesburg on 13 October 2016.

The Community of Interest Branding Africa Chapter Meeting: South Africa is being hosted by Barloworld Equipment in association with South Africa's leading reputation management company Vuma Reputation Management, and will be held at Barloworld Equipment's head office in Sandton.

The INBREC Africa Chapter was launched in South Africa in October 2015 in partnership with Vuma Reputation Management to advance the concept of brand and reputation management among member corporates and organisations.

INBREC provides a platform for brand and reputation managers of leading companies and organisations to exchange experiences, share expertise and learn from their international peers.

The objective is to consistently improve the quality, effectiveness and efficiency of brand and reputation management and demonstrably contribute to the success of international corporations and organisations.

INBREC aims to highlight the importance of brand and reputation management as a strategic imperative for the sustainable success of corporations and organisations globally, and to ensure that INBREC participants are recognised globally as leaders in the field within and outside their respective corporations and organisations,

Janine Hills, CEO and founder of Vuma Reputation Management and co-chairwoman of the African INBREC Chapter, says executives can expect vibrant discussion and the sharing of expert opinion on brand and reputation management at the third INBREC African Chapter Meeting. "Through the high-level forums of the INBREC African Chapter, member organisations are privy to knowledge and candidly share experiences with other multinational companies, which enables them to better manage their reputations in their respective markets as well as globally.

"We have an excellent line-up of speakers that will speak to the value of brand and reputation management as the keys to an organisation's sustainability and success. A nation's reputation is largely shaped by the experience and perceptions of corporate brands in that country, so managing the reputations of these is extremely important," adds Hills.

"The key benefit INBREC members have," says INBREC global co-founder and co-chairman Dr. Markus Renner, "is that they are regularly mixed with peers and internationally renowned experts who are open to sharing and openly discussing their experience and cutting-edge expertise in brand reputation management with them."

Renner adds that a good reputation and the associated positive attitudes towards a product or service contribute to the business performance of every organisation. "A positive corporate reputation measurably increases, for example, recommendations and buying behaviours of clients or shareholders. Reputation is also an important

factor in strengthening stakeholders' trust in a company, its management, employees, products and services."

Companies participating in the African Chapter meeting include Nandos, The Unlimited, BASF, Barloworld Equipment, Women's Development Bank Investment Holdings (WDBIH), ACSA, Anglo American, Novartis, Nedbank, Inyatsi Construction and Brand SA.

Renner, a visiting professor at the University of Reading's (UK) Henley Business School and co-owner of the Swiss-based Branding Institute, was head of Global Brand & Reputation Management at Novartis AG in Basel, Switzerland from 2004 to 2008. He will provide an introduction to INBREC and moderate the workshop.

Samantha Swanepoel, Barloworld Equipment's Divisional Executive Director: Marketing & Communications, who has a passion for analysing and understanding customer behaviours and cultures and tailoring marketing strategies accordingly, will speak on the topic, 'Balancing your Brand: The Dealer Principle Relationship'.

Hills - whose knowledge, skills and intricate understanding of reputation management has made her a leader in the field and put her company Vuma Reputation Management at the forefront of reputation management in Africa - will speak on Social Media Intelligence.

Guests will also hear from Professor Dr. Moira Clark, Professor of Strategic Marketing at Henley Business School UK and Director of the Henley Centre for Customer Management. Her major areas of research and consulting are in customer management, relationship marketing and the drivers of customer retention and service excellence. She will present on the topic, 'The Success Equation: Embedding Value Delivery'.

Dave Carruthers, Distell's Global Marketing Director will speak on 'Connecting Corporate and Consumer Brands'.

Emmy Leeka, newly appointed CEO of Barloworld Equipment, will introduce Barloworld Equipment to participants.

There are currently six INBREC chapters – Switzerland (since 2005), Germany (Since 2008), and the UK, Benelux, Nordics and Africa (since 2015). Member organisations comprise multinational companies and product brands such as ABB, Allianz, Bayer, Bosch, Diageo, ING Banking Group, Mercedes, Munich Re, McDonalds and Rolls-Royce.

## **Ends.**

## **About INBREC**

INBREC, the International Brand & Reputation Community is a dedicated forum for senior Brand & Reputation managers of successful and highly respected international corporations and organisations. Its purpose is to provide its participants a unique network of managers responsible for the Brand & Reputation of leading corporations and organisations, enabling them to exchange their experiences, share their expertise and exclusively learn from peers worldwide.

The ultimate goal is to consistently improve the quality, effectiveness and efficiency of Brand & Reputation Management as well as demonstrably contribute to the success of international corporations and organizations.

The INBREC Africa Chapter was founded at a launch event in cooperation with Vuma Reputation Management in Johannesburg in October 2015.

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