

## **International Brand & Reputation Community (INBREC)**

Community of Interest (COI) Branding Africa Chapter Meeting: South Africa

### **Hosted by**

Cell C in association with Vuma Reputation Management

**Venue** : Cell C, Cnr Maxwell Drive & Pretoria Main Road. Buccleuch, JHB.  
**Date** : Thursday 30 March 2017  
**Participants** : Approximately 15 Corporate SA Executives  
**Dress Code** : Business Casual  
**Facilitator** : Markus Renner, PhD

### **AGENDA**

- 09:00 – 09:15 Registrations and refreshments
- 09:15 – 09:45 **Welcome & Mutual Introduction of Participants**  
*Janine Hills – Chairperson of INBREC Africa Chapter*
- 09:45 – 10:00 **Welcome and introduction to Cell C**  
*Karin Fourie – Executive Head: Communications – Cell C*
- 10:15 – 10:30 **Update on INBREC**  
*Markus Renner, PhD – Co-Founder & Co-Chairman of INBREC*
- 10:30 – 11:30 Presentation and facilitated discussion:  
**From Underdog to Consumer Champion – the Cell C Journey.**  
*Doug Mattheus, PhD – Executive Head Marketing - Cell C*
- 11:30 – 11:45 Break for refreshments
- 11:45 – 12:45 Presentation and facilitated discussion:  
**Current Reputation Issues in South Africa & Possible Corrective Behaviour**  
*Janine Hills – CEO Vuma Reputation Management*
- 12:45 – 13:45 **LUNCH**
- 13:45 – 15:00 Workshop/Introduction:  
**Return on Reputation: How your corporate reputation can be measured and managed in a way that it provides to the business success of your organization**  
*Markus Renner, PhD – Co-Founder & Co-Chairman of INBREC*

- 15:00 – 16:00      Workshop/Team Activity incl. refreshments:  
**Development of system to measure and manage the brand  
and reputation of a real or virtual company**
- 16:00 – 16:30      **Presentation of Workshop Team Results**
- 16:30 – 17:00      **Summary, Wrap up, feedback and preview on next meeting**  
*Markus Renner – Co-Chairman & Co-Founder of INBREC /  
Janine Hills – Chairperson INBREC Africa Chapter*
- 17:00 – 18:00      Farewell Cocktail – End of the Meeting