

## **INBREC Benelux Chapter – International Brand & Reputation Community**

Meeting of companies/organizations located in Belgium, The Netherlands and Luxembourg

### **Theme of the day:**

“Positioning/Branding/Reputation of the organization’s CEO/President/Chairman/Top Executives“

Date: Thursday, April 6, 2017 || Hosted by: ING Group  
Venue: Amsterdam City (exact building to be announced)

**Participants:** 15 Corporate Managers in Brand & Reputation Management, Communication, Marketing and Public Affairs (no consultants and vendors admitted)

**Dresscode:** Business Casual

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 &amp; Co-Founder INBREC</i>
9.30 – 10.15	“Trust and the CEO: A Global Perspective“ - Theoretical background and empirical data <i>Markus Renner, Co-Chairman &amp; Co-Founder INBREC</i>
10.15 – 10.30	<b>Coffee Break</b>
10.30 – 12.00	The personal perspective of an executive: Short speech and interactive discussion with Jens Meier, CEO of Hamburg Port Authority (HPA) and President of Football Club Hamburger Sport-Verein (HSV) More info on Jens: <a href="http://www.hamburg-port-authority.de/en/hamburg-port-authority/managementboard/Seiten/default.aspx">http://www.hamburg-port-authority.de/en/hamburg-port-authority/managementboard/Seiten/default.aspx</a>
12.00 – 13.00	<b>Lunch</b>
13.00 – 14.30	Experience with “Positioning/Branding/Reputation of the organization’s CEO/President/Chairman/Executives“ in their own organizations 1) Peter Jong, Head of Communications at ING Group 2) Uwe Schmidt, Head of Branding at Bayer AG, Leverkusen
14.30 – 14.45	Coffee Break
14.45 – 15.45	Facilitated discussion with INBREC participants present moderated by Markus Renner
15.45 – 16.15	Wrap-up, feedback, key lessons learned and preview on next meetings
16.15	<b>Farewell cocktail / end of INBREC Benelux meeting</b>