

International Brand & Reputation Community (INBREC), Nordics chapter

Time: Thursday, May 4th 2017 at 12.00 – 16.00

Place: Fazer, Fazerintie 6, 01230 Vantaa

Host: Ulrika Romantschuk, SVP, Communications & Branding

Agenda

12:00	Lunch
12:30	Welcome Ulrika Romantschuk, SVP, Communications & Branding Dr. Hanna-Mari Aula
12:45	Update on INBREC – Purpose, structure and members, latest developments of INBREC Chapters worldwide (Dr. Markus Renner)
13:00- 14:30	Fazer case: 125 opportunities for Working Life, incl. facilitated discussion (Ulrika Romantschuk)
15:00- 16:00	Guided tour through Fazer's new visitor centre: http://www.visitfazer.com/en/info/visitor-centre/
16:00	End of INBREC meeting

Note: Timings are approximate and the breaks will be taken at a convenient time