

INBREC SUMMIT 2017

Main themes: BRANDING determines Strategy

- The Role of Brand & Reputation Management in an international organization characterized by ongoing M&A activities (real case example/s).
- “*You can only manage what you measure*” – best practice example Global Brand Tracking@Bayer, including lessons learned.
- Live & Experience Branding, how to bring a none self-explanatory brand closer to the internal and external stakeholder groups.

Participants: Approx. 25 to 30 senior brand managers from various European regions (Austria, Benelux, Germany, Nordics, Switzerland, UK) and South Africa

Dresscode: Business Casual

Summit Hotel: Hopper, Dagobertstrasse 32, 50668 Köln,

PROGRAMME

Thursday, June 8th, 2017

19.30 INBREC Networking Dinner at Hotel Hopper,
Dagobertstr. 32, 50668 Köln

Friday, June 9th, 2017

Host:	Bayer AG, Kaiser-Willhelm-Allee, 51368 Leverkusen, Germany, Building W11, Room 330
09.00 – 09.15	Welcome Coffee & introduction of participants
09.15 – 09.45	Introduction into the day and introduction of participants Marco Casanova/Markus Renner (INBREC)
09.45 – 11.00	PART 1 incl. Q&A Speaker: Uwe Schmidt (VP Brand and Reputation Management, Bayer AG) Global Brand Tracking at Bayer – The basis for our brand management
11.00 – 11.15	Break
11.15 – 12.15	PART 2 incl. Q&A Speaker: Michael Preuss (Head of Communications and Public Affairs, Bayer AG) The role of a holistic communication strategy in the light of the planned Monsanto acquisition
12.30 – 14.00	Lunch at Restaurant "Zum Löwen"
14.15 – 15.00	Visit of the BayKomm Center (interactive experience)
15.00 – 15.15	Break
15.15 – 16.00	PART 3 Speaker: Andrea Ahlbrecht (Head of Baykomm & Brand Space Architecture, Bayer AG) Bayer Communication Center: Platform for Stakeholder Dialogue and Flagship of experiential Branding
16.00 – 16.30	Open discussions on all the sessions
16.30 – 16.45	Wrap-up, feedback and preview on the next meetings
16.45 – 17.30	Farewell cocktail / end of Summit