

Programme:

International Brand & Reputation Community (INBREC) Summit 2018

Expected: 25 to 30 senior brand, reputation, communications, marketing and public affairs managers from renowned companies/organizations, based in multiple countries
(no vendors and agencies admitted)

**Welcome Reception by invitation of Mr. Alexandre Fasel
(Ambassador of Switzerland in the UK) at the Embassy of Switzerland**

Venue: 16-18 Montagu PI, Marylebone, London
W1H 2BQ, UK

Date: Wednesday, June 6th, 2018

6.30pm – 9pm

Attire: Business formal

Approx. 10pm – Optional: Further networking opportunities at hotel bar – all participants
"The Lodge Hotel London", 52-54 Upper Richmond Road Putney, London SW15 2RN
(www.thelodgehotellondon.com)

Conference of the INBREC SUMMIT 2018

Theme:

“The interplay strategy & branding/reputation – who leads when, why and how?”

Venue:

**"The Lodge Hotel London", 52-54 Upper Richmond Road Putney, London SW15 2RN
(www.thelodgehotellondon.com)**

Date: Thursday, June 7th, 2018

9am – 5.15pm

Attire: Business casual

AGENDA

9.00 – Registration and refreshments

9.30 – Welcome and introduction to the day

Marco Casanova and Dr. Markus Renner, Co-Chairmen INBREC

09.45 – Keynote:

“Strategy and Employee Involvement: re-positioning of the Bayer brand”

by Michael Milch, Global Asset Brand Manager, Bayer AG

Q+A

10.45 – Coffee break

11.15 – Keynote:

“Business Leader and Business Reputation are inseparable“

by Jeffrey M. Cunningham (former editor of Forbes magazine)

***Professor in Global Leadership, Thunderbird School of Global Management,
Arizona State University, USA***

Q+A

12.15 – LUNCH

Introduction Statements

13.30 – Statement 1: “Organizational Identity eats strategy for breakfast”

by Nanne Bos, Head of Global Brand Management at ING Group

13.45 – Statement 2: “Reputation, reputations and the value chain – identifying business value and making it work”

by Julian Hilton-Johnson, Vice President - Global Policy & Engagement at McDonald's Corporation

14.00 – Statement 3: “Dancing with the Devil or our frenemies in the press”

by Peter Morgan, former Group Director Corporate Affairs of Rolls Royce plc. and British Telecom (BT)

14.15 – Panel Discussion on Statements and Q&A, moderated by Dr. Markus Renner

Panelists: Sally Osman (Director of Royal Communications, Buckingham Palace), Prof. Jeff Cunningham, Nanne Bos, Julian Hilton-Johnson, Peter Morgan

15.15 – Coffee break

15.45 – Open discussion on the INBREC Summit 2018 theme and lessons learned

Moderated by Marco Casanova

16.30 – Afternoon Tea

17.15 – END