

*Preliminary Version as of June 9th, 2019*

**Programme:**

## **International Brand & Reputation Community (INBREC) Summit 2019**

Expected: up to 50 senior brand, reputation, communications, marketing and public affairs managers from renowned companies/organizations, based in multiple countries (no vendors and agencies admitted)

Venue: **MercedesCup Venue at Parlerstrasse 102 in 70192 Stuttgart**

**Date: Tuesday, June 11<sup>th</sup>, 2019  
19.00 – 21.30**

**Attire: Business casual**

**18.30 - Transfer from the MARITIM Hotel Stuttgart (Seidenstrasse 34, 70174 Stuttgart) with Shuttle Busses to the MercedesCup Venue**

**19.00 - Tour of the venue site**

**19.30 - Welcome Reception**

**Welcome by Marco Casanova and Speech “Why BRANDING is so Important in our business” by Edwin Weindorfer (Founder and CEO E/MOTION and Tournament Director MercedesCup), followed by buffet diner in the VIP Section and participation at the Players Night.**

**22.30 – Shuttle Bus Transfer back to the MARITIM Hotel Stuttgart (Seidenstrasse 34, 70174 Stuttgart)**

**23.00 – Optional: Further networking opportunities at hotel bar – all participants.**

# **Conference of the INBREC SUMMIT 2019**

**Topic:**

**“Brand and Reputation Management in Tennis -  
how the world’s best are managing brand alliances”**

**Date: Wednesday, June 12<sup>th</sup>, 2019**

**Attire: Business casual**

**Venue: Hotel Maritim**  
**9.00 – 12.45**  
**Seidenstrasse 34, 70174 Stuttgart**

**Venue: MercedesCup**  
**13.00 – 17.30pm**  
**Parlerstrasse 102, 70192 Stuttgart**

## **AGENDA**

**9.00 – Registration and refreshments**

**9.15 – Welcome and introduction to the day**

Marco Casanova and Markus Renner, Co-Chairmen INBREC

**9.30 – Keynote:**

**“The Championships in Wimbledon; our philosophy, approach to partnerships and  
future strategy”, by James Ralley (Head of Marketing and Commercial at  
Wimbledon, AELTC)**

Q+A

**10.15 – Coffee break**

**10.30 – Keynote:**

**"The Marketing and Branding strategy of the ATP Tour"**

**by George Ciz (Senior Vice President Marketing & Business Development,  
ATP Tour)**

**11.15 – Conversation**

**between Tommy Haas (former #2 Ranked Player in the World, Tournament  
Director ATP 1000 Indian Wells) and Marco Casanova about "Key success  
factors in managing brand alliances in Tennis"**

Q+A

**11.45 – Panel Discussion on Statements and Q&A, moderated by Marco Casanova**

*Participants:* **James Ralley (Head of Marketing and Commercial at  
Wimbledon, AELTC), George Ciz (Senior Vice President Marketing &  
Business Development, ATP Tour) and Tommy Haas (Tournament Director  
Indian Wells, ATP 1000)**

**12.30 - Transfer from the MARITIM Hotel Stuttgart (Seidenstrasse 34, 70174  
Stuttgart) with Shuttle Busses to the MercedesCup Venue**

**13.00 – LUNCH**

**14.15 – First Round match of a top seated player**

**15.45 – Coffee break**

**16.00 – Open discussion on the INBREC Summit 2019 theme and lessons learned  
moderated by Marco Casanova**

**16.30 – Meet and Greet with a top seated player**

**17.00 - Afternoon Tea**

**17.30 – END**