

23./24. June 2022
International Brand & Reputation
Community INBREC Summit 2021
in London (UK)

Senior brand, reputation, communications, marketing and
public affairs managers from renowned
companies/organizations, based in multiple countries

Programme:

Thursday, June 23rd, 2022

6pm – 9pm incl. Apéro Riche

Address:

**BRAND FINANCE,
3 Birchin Ln, London EC3V 9BW**

Attire: Business casual

**Welcome Reception with keynote address:
“City Stakeholders and their expectation of
CEO’s as brand guardians”**

David Haigh, CEO Brand Finance, London

by invitation of BRAND FINANCE

Approx. 9.30pm

Further networking opportunities at hotel bar – all participants

**Club Quarters Hotel, 7 Gracechurch St,
London EC3V 0DR**

Friday, June 24th, 2022

8.45am – 4.15pm

Address:

**BRAND FINANCE,
3 Birchin Ln, London EC3V 9BW**

Attire: Business casual

Conference of the INBREC SUMMIT 2022

Theme:

“Stakeholder Capitalism”

Why, for whom and how?

**The Influence of Reputation
Management and Purpose-led
Strategy for the bottom line**

More and more organizations are implementing a Purpose-led Strategy and an integrated reputation management because there is a growing awareness this are strategic value-added factors who become more and more decisive factors for success or failure - whether for corporations, companies, associations, clubs or NGOs.

But how can it be proven, especially at the C-level, that focusing on an integrated reputation management has a positive impact on monetary business results? Which instruments and measurement methods support this in order to provide a meaningful basis for purpose-driven decision-making?

AGENDA

08.15 – Registration and refreshments

08.45 – Welcome, introduction to the day and presentation of all participants / Prof. Marco Casanova and Dr. Markus Renner Co-Chairmen INBREC

09.15 – “Stakeholder Capitalism” and its latest developments
by Prof. Marco Casanova, lic.rer.pol. (Institute for Competitiveness and Communication ICC, University of Applied Sciences FHNW, Switzerland)

09.30 – Analyst’s perspective on Reputation, Purpose-led Strategy, ESG & UN SDGs / tbd

10.15 Coffee break

10.45 – Keynote: CEO perspective on Reputation, Purpose-led Strategy, ESG & UN SDGs / tbd

11.30 LUNCH

13.00 – Real case on implementing brand and reputation research results on a global level
by Sven Theobald, Head of Global Brand Management, Bayer AG, Germany

13.45 Coffee break

14.00 - Empirical Data and Evidence on Purpose, Brand & Reputation: Measure and analyze reputation and derive concrete business improvement measures
by Markus Renner, PhD, Switzerland

14.45 – Internal staff stakeholders and External Customer stakeholders, and how their respective attitudes and expectations are changing
by David Haigh, CEO Brand Finance, London

15.15 – Reflection and discussion on the INBREC Summit 2022 theme and lessons learned
Inputs and reflections from All

15.30 – Apéro

16.15 – END