

**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 23<sup>rd</sup>, 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 24<sup>th</sup>, 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 - Empirical Data and Evidence on Purpose, Brand & Reputation: Measure and analyze reputation and derive concrete business improvement measures**  
by Markus Renner, PhD, Switzerland

**09.45 Coffee break**

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

**11.00 - The Social Acumen: Pros and Cons of the Stakeholder Economy. An African perspective**  
by Tshego Kekana (Chairperson INBREC Africa)

**11.45 LUNCH**

**12.45 – “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)

**13.00 – Analyst’s / Financial Expert perspective on Reputation, Purpose-led Strategy, ESG & UN SDGs / tbd**

**13.45 – CEO perspective on Reputation, Purpose-led Strategy, ESG & UN SDGs**

**Conversion with Roland Diggelmann**

Non-Executive Board Member Sonova Holding AG, former CEO of Smith & Nephew (till March 2022) and Roche Diagnostics as well as Member of the Executive Committee F. Hoffmann-La Roche Ltd. (Sept 2012-Sept 2018)

**14.30 Coffee break**

**15.00 – Internal staff stakeholders and External Customer stakeholders, and how their respective attitudes and expectations are changing**

by David Haigh, CEO Brand Finance, London

**15.30 – Reflection and discussion on the INBREC Summit**

**2022 theme and lessons learned**

Inputs and reflections from All

**15.45 – Apéro**

**16.30 – END**