

15./16. June 2023
International Brand & Reputation
Community INBREC Summit 2023
in Amsterdam

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

Program:

Thursday, June 15th, 2023

18.00 – 22.00 incl. Diner

Address:

HEINEKEN Experience, room 't Koelschip
Stadhouderskade 78, 1072 AE Amsterdam, Nederlande

Attire: Smart casual

18.00 Welcome Reception and introduction of attendees by INBREC

20.00 Diner and key note address at The Heineken Experience

Progression paths in branding – a recap
Marc Cloosterman (CEO VIM Group and Member of the Board of trustees of the Page Society)

Approx. 22.00

Further networking opportunities at hotel bar – all participants

NH AMSTERDAM MUSEUM QUARTER
Hobbemakade 50, 1071 XL Amsterdam
(Tel: [+31 20 573 8200](tel:+31205738200))

Friday, June 16th, 2023

8.00 – 17.00

Address:
HEINEKEN Experience, room Molenzolder
Stadhouderskade 78, 1072 AE Amsterdam

Attire: Business casual

Conference of the INBREC SUMMIT 2023

Theme:

“How to successfully manage brands today & how much the Stakeholder economy has an influence”

AGENDA

- 8.00** **Registration and refreshments**
- 8.30** **Private Tour at the Heineken Experience**
- 10.00** **Coping with reputational downside, reclaiming reputation and trust, and overcoming reputational challenges during a pandemic**
Leendert Bikker, Chief Communications Officer of Rabobank (until March 2023), independent senior advisor
- 11.15** **Coffee break**
- 11.45** **Presentation followed by discussion**
Bram Westenbrink, Global Head of Heineken Brand

- 13.00 Lunch at the Heineken Experience**
- 14.00 Transformation of Heineken – the journey**
Stacey Tank, Heineken, Chief Corporate Affairs and Transformation Officer, member of Heineken’s Executive Committee (live virtual address)
- 14.30 First Round of Reflection**
from All
- 15.00 Coffee break**
- 15.30 Reflection and discussion on the INBREC Summit 2023 theme and lessons learned**
Inputs and reflections from All
- 16.00 Recap and update**
Prof. Marco Casanova and Dr. Markus Renner Co-Chairmen INBREC
- 16.15 Apéro**
- 17.00 END**