

**13./14. June 2024**  
**International Brand & Reputation**  
**Community INBREC Summit 2024**  
**in Baden & Zurich (Switzerland)**

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

**SUMMIT HOTEL**

**Hotel Mercure Stoller**, Badenerstrasse 357 • 8003 Zurich  
T +41 (0) 44 405 47 47

[www.hotel-stoller.ch](http://www.hotel-stoller.ch), Promo-Code «INBREC2024» (till May 25th).  
Twin-Room for 190.- CHF and breakfast (optional) for 28.- CHF.

**Program:**

**Thursday, June 13<sup>th</sup>, 2024**

**18.00 – 20.30 incl. Apéro Riche**

**Address:**

**AXPO AG**  
**Parkstrasse 23**  
**5400 Baden**

**Attire: Smart casual**

17.30 Meeting at Hotel Lobby (Joint trip from Zurich to Baden)

**18.15 Welcome Reception and introduction of attendees by INBREC**

**18.30 Keynote address at AXPO**  
Mark Wilms (Head Brand & Reputation, AXPO Group)

**Followed by Apéro Riche** (offered by AXPO)

20.30 Joint trip from Baden to Zurich

**Approx. 21.30**  
Further networking opportunities at hotel bar – all participants

## **Friday, June 14<sup>th</sup>, 2024**

**9.00 – 18.00**

**Address:**

**GOOGLE**

Europaallee 36, Zurich

**Attire: Business casual**

8.30 Meeting at Hotel Lobby (Joint trip from Hotel to Google)

## **Conference of the INBREC SUMMIT 2024**

**Themes:**

**“GOOGLE – AI & Performance Marketing;  
Today & Tomorrow”** (morning session)

and

**“Integration of the Credit Suisse Brand and  
Activities into the UBS”** (afternoon session)

**AGENDA**

**9.00 Registration and refreshments**

**9.30 Welcome by the INBREC Chairmen & presentation of the Participants**

**10.00 Google Team**

10.00 – 10.15h

**Welcome & Intro** by Google Switzerland's Country Director Christine Antlanger-Winter

10.15 – 11.00h

**"Marketing in times of AI"**

Yves Mäder, Industry Leader Retail & Agency - Google Switzerland

11.00 – 11.45h

**"AI-powered customer engagement in practice"**

Evelyn Leu, Industry Manager - Google Switzerland

Break

12:00 – 12.30h

**"Preserving brand reputation in the era of Generative AI"**

Daniel Leahy - AI Specialist EMEA - Google Switzerland

**12.30 Lunch**

**Office Visit @ Google**

**13.30 UBS TEAM**

13.30 – 14.15h

**CS Brand Integration – overall strategy**

Jo-Wayne Peacock, Head CS Brand Migration  
Corinne Machenbaum, Head Brand Design

14.15 – 15.00h

**Global Brand Campaign**

Winfried Daun, Head Group Brand, Creative & Innovation

Break

15.15 – 16.00h

**CS Sponsorship Integration**

Sven Schafer, Head Group Brand Activation,  
Sponsorship & Events

Sandra Caviezel, Head Brand Activation, Sponsorship &  
Events Switzerland

**16.00 Reflection and discussion on the INBREC Summit  
2024 themes and lessons learned**

Inputs and reflections from All

**16.30 Recap and update**

Marco Casanova and Dr. Markus Renner Co-Chairmen  
INBREC

**16.45 Apéro Café Europa** (offered by UBS)

**18.00 END**

**20.00 Optional: *Joint TV evening with UEFA EM opening  
match Germany - Scotland***