

**14 March 2025**  
**INBREC Benelux meeting**  
**in Utrecht**

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

**Program:**

**Friday, March 14<sup>th</sup>, 2025**

**12.00 – 18.00 incl. lunch and drinks**

**Address:**

**IDH Trade, meeting room Dom zaal**

Arthur van Schendelstraat 500, 3511 MH Utrecht

**Theme:**

***"Navigating Uncertainty: Brand Communications in an Era of Change"***

**AGENDA**

- 12.00**      **Registration and lunch at IDH office**
- 13.00**      **Presentation IDH and partner**
- 14.00**      **Coffee break**
- 14.30**      **Discussion on topic #1**  
Guest speaker, Guido Stein  
Head of Brand & Reputation at ABN AMRO
- 15.30**      **Discussion on topic #2**  
Guest speaker, André Manning  
Senior Communications & Marketing Leader at Tata Steel
- 16.30**      **Apéro**
- 18.00**      **END**