

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 14th, 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**
- 12.50** **Opening** (Laurens Hoekstra)
- 13.00** **Presentation IDH and partner World Benchmarking Alliance**
- 14.00** **Coffee break**
- 14.30** **Discussion on topic *"Purpose, brand, reputation and politics – an interactive dialogue on the drivers and dashboarding of communication strategies in modern times"***
Guido Stein
Head of Brand & Reputation at ABN AMRO

15.30 **Discussion on topic "*How to navigate an organisation through turbulent times and how data and research can help us; the world around us is changing fast which requires a new perspective on protecting and strengthening your brand and reputation*"**

André Manning

Senior Communications & Marketing Leader at Tata Steel

16.30 **Apéro**

18.00 **END**