

12./13. June 2025
International Brand & Reputation
Community INBREC Summit 2025
@Frankfurter Buchmesse GmbH
<https://www.buchmesse.de/en>

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

Programme:

Thursday, June 12th, 2025

19.00 – 22.00 incl. Buffet Dinner

Venue Address:

Frankfurter Buchmesse GmbH, Haus des Buches
Braubachstraße 16, 60311 Frankfurt

Attire: Smart casual

19.00 Welcome Reception and introduction of attendees

20.00 Dinner Speech:
200 years of German Publishers and Booksellers Association – How Germanys Oldest Trade Association is Opening up New Chapters
Peter Kraus vom Cleff, Hauptgeschäftsführer Börsenverein des Deutschen Buchhandels e. V.
<https://www.boersenverein.de/english/>

Approx. 22.00

Further networking opportunities at hotel bar – all participants

Hotel Inside Frankfurt Eurotheum

Neue Mainzer Straße 66-68
60311 Frankfurt
(Tel: +49 69 210 880)

Friday, June 13th, 2025

8.30 – 16.00

Venue Address:
Frankfurter Buchmesse GmbH, Haus des Buches
Braubachstraße 16, 60311 Frankfurt

Attire: Business casual

Conference of the INBREC SUMMIT 2025

Theme:
**“Navigating Global Brand Reputation
amid divergent stakeholder expectations”**

AGENDA

- 8.30** **Registration and refreshments**
- 9.00** **Welcome by Chairmen INBREC and Introduction**
- 09.30** **From Gutenberg to Harari: Evolution of the World’s
Leading Book Fair and its relevance for international
dialogue**
(live virtual address)
Juergen Boos, Managing Director Frankfurter Buchmesse

(Presentation incl. discussion)
- 10.15** **Coffee break**
- 10.45** **Marketplace, Cultural Event or Political Platform?:
The Challenges of Positioning a Global Brand**
Dr. Christian Ebert, Vice President Marketing & Sales
Frankfurter Buchmesse

(Presentation incl. discussion)

- 11.45** **Crisis Communication: How to prevent and manage political issues during a major event**
Torsten Casimir, Vice President Communications
Frankfurter Buchmesse

(Presentation incl. discussion)
- 12.30** **Lunch**
- 13.30** **Mutual Transport to Frankfurt Messe (Frankfurt Trade Fair)**
<https://www.messefrankfurt.com/frankfurt/en.html>
- 14.00** **Guided Tour @Messe Frankfurt**

Strategic Challenges for one of the world's largest trade fairs, congress and event organizations (draft)
Managing director Frankfurt Messe (to be confirmed)
- 15.30** **Recap and Update Next INBREC Meetings**
Markus Renner & Marco Casanova
Co- Chairmen INBREC
- 16.00** **END of INBREC Summit**