

18th/19th June 2026
International Brand & Reputation
Community (INBREC) Summit
2026 in Lyon, France

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

Program:

Thursday, June 18th 2026

6 pm - 10 pm incl. dinner

Address:

Côté Court

64 Av. des Frères Lumière, 69008 Lyon, France
(Tel.: +33 4 78 75 00 00)

Attire: Smart casual

- 6 pm** **Welcome reception and introduction of attendees by INBREC**
- 8 pm** **Dinner and keynote: Humanity and inclusion in an uncertain and disruptive world. Perspective from the beginning in 1982 until the international developments nowadays**
Jean-Bapiste Richardier (Co-Founder, Handicap International)

Approx. 10 pm

Return to hotel – all participants

B&B HOTEL Lyon Centre Monplaisir
9 Rue Antoine Lumière, 69008 Lyon, France
(Tel: +33 892 78 80 60)

Friday, June 19th 2026

9 am - 5 pm

Address:

Handicap International, room OTTOWA
138, avenue des Frères Lumière, 69371 Lyon, France
Tel.: +33 (0) 4 78 69 79 79

Attire: Business casual

Conference of the INBREC SUMMIT 2026

Theme:

**“The Importance of Brand, Reputation and Purpose from the
Perspective of a Non-Governmental Organization”**

AGENDA

- 9 am Registration**
- 9.30 pm Welcome by the host of Handicap International
and the INBREC Chairmen as well as presentation
of the participants**
Marie-Eve Bugnet, Handicap International
Federation, Director Private Fundraising &
External communications and Marco Casanova,
INBREC, Co-Chairman
- 10.00 am Bridging the gap between financial needs and the
needs of beneficiaries worldwide within a strong
competition between NGO's**

Manuel Patrouillard, Global Managing Director,
Federation Handicap International – Humanity &
Inclusion
- 11.00 am Coffee break**

- 11.30 am Rebranding of an introduced brand with impact on legal issues, employers and beneficiaries**
Sylvain Ogier, General Secretary and Deputy Managing Director, Federation Handicap International – Humanity & Inclusion
- 1 pm Lunch**
- 2 pm Common values and shared concerns: Engaging in an ethical partnership between the NGOS and the private sector – practice at a glance.**

Anne-Lise Lierville, Director, Institute on Humanitarian Action - operational ethics, Handicap International

Mathilde Liberal, Analyst, Institute on Humanitarian Action - operational ethics, Handicap International
- 3 pm Breakout sessions: The influence of a global brand and reputation on national markets**

Thomas Schiffelmann, Head of Marketing, Handicap International Germany

Damien Garmier, Responsable Philanthropie, Handicap International Switzerland

Camille Jury, Head of Major Giving, France & Federal Coordination Manager, Handicap International France
- 4 pm Reflection and discussion on the INBREC Summit 2026 and lessons learned**
Inputs and reflections
- 4.30 pm Recap and outlook**
Marco Casanova and Markus Renner, INBREC, Co-Chairmen
- 5 pm End**