

IG Branding Veranstaltung bei Shell Brands International AG (SBI)

20. März, Baar

Agenda

- 9.00 Arrival
- 9:15 Welcome
Marco Casanova, IG Branding Germany &Switzerland
- 9.30 Introduction Shell Brands International AG
Bruno Motta, CEO, SBI
- 10:00 Brand Management: Shell's brand compass
Bruno Motta, CEO, SBI
- 11:00 Coffee Break
- 11:15 Licensing at Shell: brand value proposition
Federico Banos-Lindner, Global Trademarks and Licensing Manager, SBI
- 12:15 Lunch
- 13:15 Sponsorship: technical partnership with Ferrari
Richard Bracewell, Global Sponsorship Manager, SBI
- 14:00 Trademark Management I: the legal side of brand management
Hannes Rupprecht, Trademarks and Licensing, SBI
- 14:30 Trademark Management II: Brand Protection
Hannes Rupprecht, Trademarks and Licensing, SBI
- 15:00 Coffee break
- 15:15 Shell Branded Products: a global business
Hannes Rupprecht, Trademarks and Licensing, SBI
- 15:45 Iso Norm 10668 Markenwert/Brand Evaluation
Max Meister, IG Branding Schweiz
- 16:00 Varia / nächsteVeranstaltungen der IG Branding
- 16:15 Apéro riche

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