

Agenda: International Brand & Reputation Community (INBREC)
Kick-off meeting INBREC Benelux Chapter

Venue: Den Bosch, exact location to be confirmed

Date: Thursday, January 7, 2016

16.00 – Welcome

Nanne Bos, Head Global Brand Management ING Group & Member INBREC Advisory Board

16.15 – How to structurally internalize the DSM brand promise into the sales approach and messaging?

Jos van Haastrecht, Director Global Brand, Digital and Communications, DSM

17.00 – Measuring impact of communications on DNV GL's business results

Caroline Kamerbeek, Vice President Communications, DNV GL

17.45 – Introduction to INBREC - history, purpose and overview on activities, topics, agendas, Country Chapters and Summits

Markus Renner, Co-Founder & Co-Chairman of INBREC

18.15 – Facilitated discussion on format, governance and content of future Benelux chapter

Facilitated by Markus Renner & Nanne Bos

18.45 – Dinner