

Agenda: International Brand & Reputation Community (INBREC) Summit
Meeting COI Branding Germany and Switzerland, plus potential participants
of future COI Branding UK

**Theme: “Transferring Corporate Priorities to Country-specific Needs – Balancing
Corporate Brand & Reputation Positioning with Business Needs”**

Venue: Henley Business School, Greenlands, Henley-on-Thames,
Oxfordshire, RG9 3AU, www.henley.com

Date: Thursday, May 22, 2014

9.00 – Registration and refreshments

9.30 – Welcome and introduction to the day

Prof. Moira Clark, Henley Business School

Dr. Markus Renner and Marco Casanova, Co-Chairmen INBREC

10.00 – “The Success Equation: Embedding Value Delivery” (*confirmed*)

Prof. Moira Clark, Professor of Strategic Marketing & Director of the Henley Centre for
Customer Management Henley Business School, Head of Marketing and Reputation
Q+A

– **Practice Example 1** (*confirmed*)

10.30 – “Managing the Heritage and Future of an Iconic Brand”

Peter Morgan, Rolls-Royce plc., Director Corporate Affairs/Head of Group
Communications, London/UK

Q+A

– **Practice Example 2** (*confirmed*)

11.15 - “Transferring Corporate Brand Priorities to Country-specific Needs”

1. Uwe Schmidt, Bayer AG, Head Corporate Branding, Leverkusen/Germany (20 min.)

2. Simon Greenstreet, Bayer plc., Head of Communications UK/Ireland (20 min.)

3. Q+A (20 min.)

12.15 - LUNCH

– Practice Example 3 (*confirmed*)

13:30 – “Translating Corporate Brand Priorities to specific Business Needs”

1. Jennifer Duhon, Shell Brands International, Director Brand Strategy, Baar/CH (20 min.)
2. n.n. Shell colleague from UK (20 min.)
3. Q+A (20 min.)

– Practice Example 4 (*confirmed*)

14:30 – “Transferring Corporate Reputation Priorities to Country-specific Needs”

1. Peter Feldmann, Robert Bosch GmbH, Head Global Marketing Communication & Brand Management, Stuttgart/Germany (20 min.)
2. Mrs. Jo Hudson, Head Corporate Communications, Robert Bosch UK (20 min.)
3. Q+A (20 min.)

15:30 Open discussion on the topic and lessons learned

Moderated by M. Renner / M. Casanova / M. Clark

16.30 – Afternoon Tea

17.00 – END