



reputation  
management™

**INBREC** International Brand &  
Reputation Community

### **International Brand & Reputation Community (INBREC) Summit**

Kick Off Event COI Branding Africa in Johannesburg, South Africa

Hosted by: Vuma Reputation Management  
Venue: 26, 9<sup>th</sup> Avenue, Parktown North, Johannesburg South Africa  
Date: Tuesday 6 October, 2015

Participants: 25 – 30 Executives  
Dress code: Business Casual

### **AGENDA**

- 09.00 – 09.30 Registration and refreshments
- 09.30 – 09.45 Welcome and Introduction by Janine Hills, CEO and Founder of Vuma Reputation Management
- 09.45 – 10.15 Overview by Dr Markus Renner (Switzerland), Co-Founder and Co-Chairman of INBREC
- 10.15 – 11.15 **Keynote: “Brand & Reputation Management as key pillar of Bayer's global business strategy”** Uwe Schmidt, Head Corporate Branding at Bayer AG (Germany) and member of INBREC Chapter Germany since 2008
- 11.15 – 11.30 Refreshment Break
- 11.30 – 12.30 **Keynote: “Country of Origin Branding”** Janine Hills, CEO and Founder, Vuma Reputation Management
- 12.30 – 13.30 Buffet Lunch
- 13.30 – 14.45 **Keynote: “Return on Reputation”** Dr Markus Renner Co-Chairman of INBREC and Visiting Professor Marketing & Reputation Management at Henley Business School (UK)
- 14.45 – 15.00 Refreshment Break
- 15.00 – 16.00 Facilitated Group Discussion on the future format of the Africa INBREC
- 16.00 – 16.30 Steps and dates for next Chapter / Feedback from participants
- 16.30 – 19.00 Farewell Cocktail - Closing of Event

Vuma Reputation Management

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**Directors:** Janine Hills, Abdul Kayyoom Ganie (Non-Executive Director)

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