

INBREC United Kingdom

UK Chapter Meeting on Monday, March 2, 2015 in London at Lloyds Banking

Venue: Lloyds Banking Group, 25 Gresham Street, London EC2V 7HN

Planned agenda

"The development of the Lloyds Banking Group brand with special focus on "reputation recovery"

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| 09:30 | Welcoming Coffee |
| 10:00 | Welcome by Matt Young and Moira Clark <ul style="list-style-type: none">• <i>General Introductions</i> |
| 10:15 | Return on Brand and Reputation – Dr Markus Renner <ul style="list-style-type: none">• <i>The impact of brand and reputation on business performance.</i> |
| 11:15 | Coffee break |
| 11:30 | Lloyds Banking Group – The Challenge <ul style="list-style-type: none">• <i>Background</i>• <i>Current brand strategy</i> |
| 12.30 | Lunch |
| 13.30 | Lloyds Banking Group – The Way Forward <ul style="list-style-type: none">• <i>An interactive discussion about the challenges and plans to go forward"</i> |
| 14:45 | Coffee break |
| 15:00 | Brand and Reputation management at Aurum Holdings – (Goldsmiths, Mappin & Webb, Watches of Switzerland) - Justin Stead (ex CEO) |
| 16:00 | Next steps and dates for UK Chapter <ul style="list-style-type: none">• <i>Feedback from participants</i> |
| 16:30 | Farewell Cocktail - End of the event |