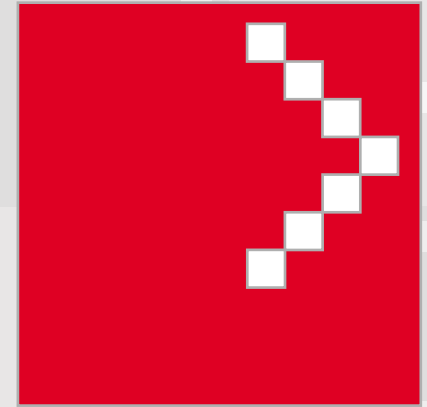


BRANDS 2006 SUMMIT



Exploring The Strategic Thinking & Integration Strategies Behind

Building Consistent Brands

To Resonate In The Hearts & Minds Of Your Internal & External Consumers

World Class Thought Leaders Sharing Their Experience:

BMW - Uwe Ellinghaus - Marketing Director
Wal-Mart - Soren Mills - VP, Services, Logistics & Multi-Channel Integration
Honda - Simon Thompson - Head of Marketing
Vodafone - David Wheldon - Global Brand Director - Marketing Communications
Visa Europe - Joe Clift - Head of Brand Management
Daimler - Chrysler UK Ltd - Nick Ratcliffe - Marketing Director - Mercedes Car Group
Shell - Andrew Blayze - Global General Manager - Retail Marketing
Heinz - Scott Garrett - Former VP Brand UK & Ireland
Cobra Beer - Karan Bilimoria - Chief Executive
Deutsche Bank - Edith Puerschel - Director - Group Brand Communications
O2 - Amanda Jennings - Head of Brand Experience
YouGov Plc - Stephan Shakespeare - CEO
Capital One Bank plc - Arjan Dijk - Director of Marketing
Capital One Bank plc - Dan Cobley - Director of Brand & Marketing
Thinking Wide - Jeanie Bergin - Creator & Coach
Prophet - Michael Dunn - President & CEO

Co-Sponsor:



Sponsored By:



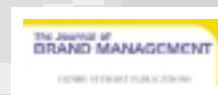
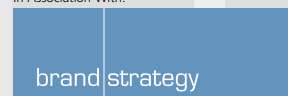
Supported By:



Official Media Partner:



In Association With:

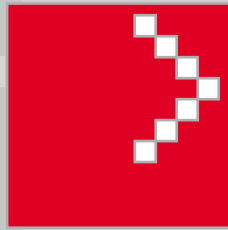


A Strategic Director Level Summit
www.brandsummit.com

Two-Day Summit
Monday 27th & Tuesday 28th February 2006
Jumeirah Carlton Tower On Cadogan Place,
Knightsbridge

MarketingWeek
CONFERENCES

BRANDS 2006 SUMMIT



Two-Day Summit
Monday 27th & Tuesday 28th February 2006
Jumeirah Carlton Tower On Cadogan Place,
Knightsbridge

Brands Summit 2006 Brings Together The Industry's Biggest And Most Innovative Brand Owners, Who Are Focused On Aligning Brand Values And Forging Emotional Connections With Internal And External Audiences

Unearth what the future has in store for brand leaders at Marketing Week's Annual Brands Summit...
Among the barrage of choices to run campaigns across multiple event channels – you need to know how to position your brand campaign to deliver maximum ROI. This is the UK's biggest Branding Summit where you can understand the challenges and take the opportunities to make your Brand work for you.

You'll learn how to access the future potential of brand campaigns, how to build successful relationships with your internal and external audiences to maximise your brand impact.

In a saturated market, brands are increasingly looking to connect with their consumers on an emotional level in order to generate sales related brand equity. From establishing global partnerships, leveraging your brand DNA, integrating internal and external brand values...this conference will look towards building consistent brands to guarantee you are best equipped to take advantage of this over your competition.

You're facing an uphill task. Slowdown of marketing power has forced marketers to revitalise their brand strategy, ensuring a consistent brand experience; each and every time the consumer interacts with your brand; from each and every representative of your business. Is it really possible to achieve this 100% of the time?

Savvy marketers know that effective branding activities ensure exactly the right brand messages reach the target customer and offer vastly improved share of mind for their media spend.

Successful brand owners understand the importance of making brands come to life for consumers. This forum gives you the opportunity to find out exactly how they've done it. The stage is set for marketers to take their brand to the next level and truly aim to grow the business.

www.brandsummit.com

Leading Industry Stalwarts Discussing Delivering Cutting-Edge Brand Strategies

Attend This Event And Find Out How To Revitalise Your Strategy And Create A Consistently 'Unique' Brand

- Make yours a brand that genuinely connects with consumers each time they experience it through creative strategies
- Find out how to build the perfect synergy between your internal and external brand to maintain consistent brand values
- Harness the potential of your brand by creating explosive and engaging connections with your consumers through every touch point to develop an emotional relationship with your target audience
- Successfully gauge the return on brand investment and evaluate your brand value
- Gain the support of senior management to secure financial investment for brand development

Featuring in-depth cross-sector case studies, opinions, predictions and practical lessons on the most important current and emerging issues

Brands Summit 2006 Is The Place To Take Your Brand One Step Further

Sponsorship Opportunities At Brands 2006

In addition to hosting the UK's most influential cross-industry brand speakers, this years event provides a unique showcase opportunity for todays' leading consultancies and suppliers.

The fifth annual Brands Summit will bring together the key players in the market for face-to-face networking and high-level strategic discussion. Sponsors partnering with Marketing Week Conferences benefit from bespoke promotional opportunities to reach this exclusive audience.

40% of sponsorship and exhibition opportunities for **Brands Summit 2006** are already reserved. Should your company wish to benefit from participation in this prestigious event, remaining opportunities available include:

- Exhibitor Package • Drinks Sponsor • Lunch Sponsor • Badge Sponsor
- Registration Sponsor • Delegate Bag Sponsor

To find out more call Natasha Quinton on +44 (0)207 970 4415
Or email natasha.quinton@centaur.co.uk



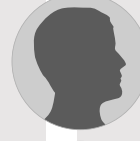
BMW
Uwe Ellinghaus
Marketing Director



Wal-Mart
Soren Mills
VP, Services, Logistics
& Multi-Channel Integration



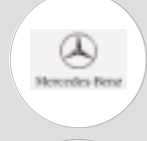
Honda
Simon Thompson
Head of Marketing



Vodafone
David Wheldon
Global Brand Director
Marketing Communications



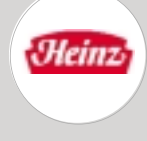
Visa Europe
Joe Clift
Head of Brand Management



Daimler - Chrysler UK Ltd
Nick Ratcliffe
Marketing Director
Mercedes Car Group



Shell
Andrew Blayze
Global General Manager
Retail Marketing



Heinz
Scott Garrett
Former VP Brand UK & Ireland



Cobra Beer
Karan Bilimoria
Chief Executive



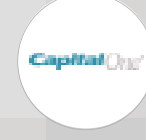
Deutsche Bank
Edith Puerschel
Director
Group Brand Communications



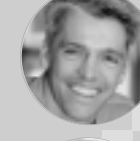
O2
Amanda Jennings
Head of Brand Experience



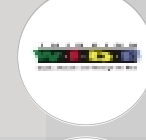
YouGov Plc
Stephan Shakespeare
CEO



Capital One Bank plc
Arjan Dijk
Director of Marketing



Capital One Bank plc
Dan Cobley
Director of Brand & Marketing



Thinking Wide
Jeanie Bergin
Creator & Coach



Prophet
Michael Dunn
President & CEO

8.45 Registration And Morning Coffee

9.15 Chairperson's Welcome And Opening Address
Setting The Conference Objectives

- Stretch your boundaries
- Set some big ambitions
- Determine Summit predictions to be followed up at next year's conference

Jeanie Bergin
Creator & Coach
Thinking Wide



9.30 Brand Success In Our Nano-Second World

The focus of this session is to explore today's required components for successful brands

- Big Brand Ideas and Big Communication Ideas – for brands of all shapes and sizes
- Real Integration – who, what, when, why, how and how much
- Above the line, below the line, across the line, beyond the line
- Creativity has never been more important!

Jeanie Bergin
Creator & Coach
Thinking Wide



Delivering Internal And External Brand Values That Reflect Synergy Between The Consumer & Corporate Brand

10.10 Speed Networking Warm-Up: Perfect Icebreaker

This session provides the opportunity to share top-line experiences with other senior delegates from industry and learn how they are developing a consistent brand strategy

10.40 Continue The Discussion Over Morning Coffee

Real World Perspective On Proving To The Senior Management The Value Of The Brand

11.10 Gaining Buy-In From The Board To Aid Long-Term Brand Investment

This talk will emphasise how to prove the value of your brand to senior management

Key aims of the session:

- Involving and engaging the Board with your continuous brand management
- Developing metrics to measure the effectiveness of your brand management to prove its' value to your key stakeholders
- Working closely with internal stakeholders and the finance department to shed light on the value of your brand and the need for continual brand investment
- Providing continuous, next-day brand performance information to support internal senior level communication and decision-making

Stephan Shakespeare
CEO
YouGov Plc



Revisiting Your Brand Without Complacency

11.50 Revitalising Your Brand's DNA To Leverage your Brand Potential Across Key Stakeholder Audiences



The central theme of this session is to understand the processes behind realigning your brand messages to ensure they resonate well with different stakeholder groups

- Capitalizing on your brand's DNA to build the overarching brand platform
- Maximizing brand relevance by calibrating the corporate story to specific stakeholder audiences
- Building the brand while monitoring progress of brand communication programmes & initiatives
- Leveraging your brand in the business context

Edith Puerschel
Director - Group Brand Communications
Deutsche Bank



12.30 Lunch For All

Unearthing The Strategic Thought Processes Behind Consistent Internal And External Communications

13.50 Ensuring Consistency Of Your Internal And External Values To Create Engaging Brand Communications

- Embedding brand values internally that are operationally deliverable and consistent
- Aligning core brand activities, internally and externally to deliver consistency of message
- Measuring the success of consistent internal and external values on your brand equity

BRANDS 2006
SUMMIT



Bringing Your Brand To Life By Forging Emotional Connections With Your Consumers

- Delivering brand values internally and externally by ensuring your brand is truly at the centre of all your communications

David Wheldon
Global Brand Director
– Marketing Communications
Vodafone



Achieving Maximum Return On Minimum Spend To Build Your Brand

14.30 ROI On Marketing Spend In The Context Of Direct Marketing & Brand Building

The learnings from this presentation include how to effectively allocate your budget to maximise your brand value AND direct response

Key Objectives:

- Developing a brand tracking programme to gauge impact of DM activities on brand awareness and development
- Improving ROI by specific brand investments in relation to DM campaigns
- Analysing the key drivers of a successful brand to evaluate brand impact on the consumers and the business

Arjan Dijk
Director of Marketing
Capital One Bank plc



Dan Cobley
Director of Brand & Marketing
Capital One Bank plc

15.10 Revealing Key Insights Into The CMOs' Role In Helping The Brand And The Business Attain Growth Objectives

- Definition of growth within organizations - inconsistencies in how it is defined by CEOs, CMOs, and other executives
- Identifying opportunities for brand and marketing-driven growth
- Aligning the organization - creating synergies between business, brand, and marketing strategies
- Closing the "growth gap" - summary of findings and best practices
- Prescription for success

Michael Dunn
President & CEO
Prophet



15.30 Afternoon Coffee

Keeping The Brand Ethos Alive By Ensuring All Employees Embrace And Apply Brand Values

Inspiring Belief In The Brand Internally: How To Achieve This?

16.00 Building The Brand Inside Out: How To Bring Your Brand To Life Internally?



The emphasis in this presentation is on revealing the road map to a passionate internal brand culture

- Getting it right internally: Ensuring employees truly understand and live the brand values and brand promise
- Propagating a business transformation to allow internal audiences to live the brand and be completely customer focussed

- Demonstrating how to make brand values more meaningful for employees to articulate the brand right through the business
- Instituting visual symbols of pride to make employees more emotive about the brand

Soren Mills
VP, Services,
Logistics & Multi-Channel Integration
Wal-Mart



16.40 Chairman's Summing Up

Delegates Preliminary Voting – Top Three Opportunities, Top Three Issues For Brands Today

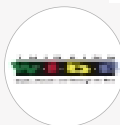
17.00 Close Of Day One

8.45 Registration And Morning Coffee

9.15 Chairperson's Welcome Back

- Summary of Preliminary Voting Results
- Anything keep you awake last night?
- Day Two Objectives

Jeanie Bergin
Creator & Coach
Thinking Wide



Building Trust: Understanding The Rationale Behind Consumer Loyalty

9.30 Developing And Maintaining An Emotional Relationship With The Consumer To Create A Sustainable Competitive Advantage

- How to create an emotional relationship with your target audience
- How to maintain a sharp brand profile despite a widening product range
- How to sustain competitive advantages in fierce competition

Uwe Ellinghaus
Marketing Director
BMW



Evaluating How To Build Emotion Into The Brand To Forge A Sentimental Connection With The Consumer

10.10 Revealing How To Challenge Consumer's Changing Brand Perceptions To Create A Positive Brand Association

- Tackling consumer's perceptions of your brand to develop long-term positive relationships
- Exploring how to address the shifts in perception of an established brand as consumer needs, aspirations and expectations change
- Overcoming the bottlenecks to create brand consistency in consumers' minds by ensuring one set of values transcends your organisation and your brand

Nick Ratcliffe
Marketing Director
Mercedes Car Group
DaimlerChrysler UK Ltd



10.50 Morning Coffee And Networking Opportunity

Analysing Your Brand Value To Maximise ROI & Get Buy-In From Senior Management

11.20 Rejuvenating Your Brand Values By Achieving The Perfect Synergy Between Internal And External Audiences

- Appraising the brand's relevance for the consumer to take your brand to the next level
- Capitalising on your brand heritage to boost consumer loyalty and build your brand platform
- Understanding how to alter what the brand stands for by revisiting brand values
- Evaluating the steps that need to be taken to develop the core brand attributes while reaching out to the target audience

Joe Clift
Head of Brand Management
Visa Europe



Creating Exceptional And Consistent Customer Intimacy

12.00 Developing Brand Intimacy Within A Global Customer Base

- Understand the importance of globalisation while formulating successful brand strategies
- Remain true to your brand while forming successful global partnerships

Andrew Blazye
Global General Manager
Retail Marketing
Shell



BRANDS 2006
SUMMIT



Delivering Maximum ROI On Brand Investment By Evaluating The Value Of Your Brand

12.40 Lunch For All

Measuring Your Brand Success: Determining How Your Brand Adds Value To The Business

14.00 Looking At How To Evaluate The Value Of Your Brand

- Determining the ROI from your brand initiatives and how to extract a measurable return from the same
- Measuring the value of the brand by establishing the link between brand building strategies and sales

Karan Bilimoria
Chief Executive
Cobra Beer



How To Measure The Success Of Your Brand Performance

14.40 Successfully Gauging The Return On Brand Investment

- Throwing light on consumer brand perceptions, to determine how to put a value to your brand
- Digging deeper to understand the value of your corporate reputation to your brand
- Unearthing the strategic link between the brand value and brand performance to your business

Scott Garrett
Former VP Brand UK & Ireland
Heinz



15.20 Afternoon Coffee

15.50 Engaging Consumers Through Powerful Brand Experience

- Treating your customer as a partner by understanding their local culture, and realising your aims in a global context
- Maximising brand equity by creating a consistent brand experience
- Achieving global consistency for your consumers to differentiate yourselves from your competitors

Amanda Jennings
Head of Brand Experience
O2



16.30 Illustrate The 'Power Of The Brand' To Get Commitment From The Top Management



- Debating innovative methods of engaging senior management by justifying the value of the brand to the business
- Sharing handy tips of translating internal commitment into actual brand investment
- Uncovering tools and techniques to measure brand equity
- Utilising financial terminology to convince the board of the value of the brand
- Understanding the tangible and non-tangible elements of the brand that impact the business

Simon Thompson
Head of Marketing
Honda



Edith Puerschel
Director
- Group Brand Communications
Deutsche Bank



Scott Garrett
Former VP Brand UK & Ireland
Heinz



Arjan Dijk
Director of Marketing
Capital One Bank plc



Jeanie Bergin
Creator & Coach
Thinking Wide



17.10 Chairman's Summing Up

- Putting into perspective the learnings from over the last two days to give you tangible golden nuggets to take back to the office.

- Delegates Final Voting – Results to be distributed

Jeanie Bergin
Creator & Coach
Thinking Wide



17.30 Close Of The Conference

BRANDS 2006 SUMMIT



3 Ways To Book

- 1 Online** at www.brandsummit.com
- 2 Fax** completed form to: **+44 (0)20 7970 4799**
- 3 Post** completed form & payment to: **Centaur Conferences International, Customer Services, Third Floor, 50 Poland Street, London, W1F 7AX**

LIMITED
4 PLACES
FOR THE
PRICE
OF 3

Delegate Rates

I Wish To Attend... <small>(please select one option)</small>	Book & Pay Online Or Using Credit Card	Full Price
Two-Day Brands Summit 2006	<input type="checkbox"/> £1099 + VAT (£1291.33)*.. Save £100	<input type="checkbox"/> £1199 + VAT (£1408.83)*..
<input type="checkbox"/> I am unable to attend but would like to purchase the Documentation Pack**	£299	<small>*Discounts cannot be used in conjunction with any other offers **Documentation Packs Are Included In Conference Price</small>

For further information telephone **+44 (0)20 7970 4770**

Venue Information

Date: Monday 27th & Tuesday 28th
February 2006

Venue: Jumeirah Carlton Tower
On Cadogan Place
Knightsbridge
London SW1X 9PY

Tel: +44 (0)20 7235 1234

Web: www.jumeirahcarlontower.com

Tube: Knightsbridge



**ONLINE
& CREDIT
CARD
DISCOUNT
£100**

Your Details For Further Delegates Photocopy Form

Title: Mr/Mrs/Ms/Miss/Dr/Other	Forename:	Surname:	Position:
Company:	Nature of Business:	Telephone:	
Fax:	Mobile:	Email:	
Address: Book Online At www.brandsummit.com And Save Even More			
Postcode:			

Signature: _____

Date: / /

I agree to the **TERMS & CANCELLATION CONDITIONS** as stated below. Bookings are not valid without a signature

Payment Please Tick Appropriate Boxes And Complete Details

Payment must be made in advance of the event, if payment is not received before the conference, you will be asked to pay by credit card before entering the conference. Your fee includes documentation, refreshments and lunch.

Credit Card: Please Debit My Credit Card: Access | Visa | American Express | Mastercard Delete As Appropriate. Note: We Do Not Accept Diners Cards

Amount: £	Note: All credit card transactions will be processed in UK Sterling only	Signature: _____
Card Number:		Date: / /
Name on Card:		
Start Date: / /	Expiry Date: / /	

I agree to the **TERMS & CANCELLATION CONDITIONS** as stated below. Bookings are not valid without a signature

CHEQUE: **Note: If Sending A Cheque, Please Attach It To The Booking Form**

I enclose a cheque made payable to Centaur Conferences International for:

BACS: **Important: Please Quote Reference: 2496**

We must receive cleared funds prior to the conference date. BACS payments made after the event will not be accepted. A copy of the **BACS Payment MUST be attached to your Booking Form** and faxed or mailed to us to ensure appropriate allocation of funds can be made to your booking. **We do not accept Purchase Order Numbers**
Account name: Centaur Communications Ltd Conferences
National Westminster Bank, 20 Dean St, London, W1A 1SX
Acc No: 26023539 Sort Code: 60 30 03

Sponsorship Opportunity

Sponsoring and Exhibiting at our conferences provides a fast track to:

- Building a Quality Customer Base
- Launching New Products And Services
- Gaining Competitive Advantage
- Increasing Market Share
- Generating Sales

We will create a solution that ensures your company's brand engages the right people at the right time, helping you meet and influence the people who are going to ensure the growth of your business now and in the future.

To find out more call **Natasha Quinton** on **+44 (0)207 970 4415**
Or email natasha.quinton@centaur.co.uk

MY CODE IS: W1

CONFERENCE: 2496

Data Protection

We would like to keep you informed of Centaur Conferences International products and services including information about this event. Please write to the Head of Marketing, Centaur Conferences International at the address below right if you specifically do not want to receive this information. We may also from time to time make your details available to carefully screened companies who have offers that may be of interest to you. Please tick if you do not want to receive information from Marketing Week Sponsors Other 3rd parties

Terms & Cancellation Details

If you cancel your registration more than **ONE** month before the event, we will charge an admin fee of £75 + UK VAT. For cancellations received **LESS** than one month prior to the conference date, **27th January 2006**, or in the event of non attendance, a 100% cancellation fee applies, in these circumstances **NO** refund can be given. All cancellations **MUST** be made in writing and will be acknowledged in writing. It may be necessary for reasons beyond the control of the organisers to alter the content, timings or venue. Centaur Conferences will not accept liability for any transport disruption or individual transport delays and in such circumstances the normal cancellation restrictions apply. In the event of a terrorist alert or incident that prevents the running of the conference Centaur Conferences International reserves the right to retain up to 50% of the fee as a contribution to delegate registration, all location, marketing and central administrative costs.

Centaur Publishing Ltd. A Centaur Communications Company.
St Giles House, 50 Poland Street, London W1F 7AX.
Registered in England No.2634392

Organised By:

