

The Brand Finance Forum Masterclasses

Wednesday 5th & Thursday 6th September 2007 • The London School of Economics



The Brand Finance Forum Masterclasses are a series of insightful and interactive sessions to help better understand brand related issues ranging from technical valuations for IFRS accounting and tax purposes to value based brand planning and strategy.

These masterclasses will explore theoretical and practical issues around the sourcing of financial data, market research and marketing information to help leverage the value of brand and other intangible assets into actionable results. Each session will feature the real experiences of high-profile speakers and peer companies and will focus around examples and case studies.

The two masterclass days have been split into three separate streams including; brand valuation, brand analysis and brand management.

Day one • Masterclasses

- *Brand Valuation 1: Brand and IP valuation for IFRS accounting purposes*
- *Brand Analysis 1: Value based brand planning and strategy*
- *Brand Management 1: Brand audits and visual identity management*



Day two • Masterclasses

- *Brand Valuation 2: Brand and IP valuation for tax purposes*
- *Brand Management 2: Creating brand equity and brand value scorecards*



Featuring inspirational speakers from:



Inland
Revenue

Nordea



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Brand Finance Forum 2007 – Day 1 Masterclasses

Brand Analysis 1: Value based brand planning and strategy

5th September 2007 • DAY ONE • Chairman: Tim Heberden



8.30 – 9.00	Registration	
9.00 – 9.45	Marketing's role in business value creation. <i>Process review: Brand Value Mapping</i>	Tim Heberden, Managing Director Brand Finance Australia
9.45 – 10.30	How understanding the brand value map helped reposition and relaunch a winning brand. <i>Case Study: Second Cup</i>	David Kincaid, Managing Director Brand Finance Canada
10.30 – 11.00	Refreshment Break	
11.00 – 11.45	Brand Equity research in brand planning and strategy. <i>Case Study: Godrej Consumer</i>	Unni Krishnan, Managing Director Brand Finance India
11.45 – 12.30	Innovative approaches to Customer Segmentation for use in the value based marketing strategy process.	Marcus Clark, Managing Director Market Equity Limited
12.30 – 13.30	Lunch	
13.30 – 14.15	Using customer segmentation and targeting to build brand value. <i>Case Study: Royal Mail</i>	Alex Batchelor, Marketing Director Royal Mail plc
14.15 – 15.00	Scenario Modelling for marketing decision makers.	Oliver Schmitz, Valuation Director Brand Finance plc
15.00 – 15.30	Refreshment Break	
15.30 – 16.15	Commercial uses and benefits of Scenario Modelling. <i>Case Study: Vodafone</i>	Anthony Kendall, Manager Vodafone plc
16.15 – 17.00	Using VBM for Brand Architecture Decisions <i>Case Study: F&N Foods</i>	Denise Chng, Director Brand Finance Singapore
17.00 – 17.30	Convincing the Board of the Business Case.	Tim Heberden, Managing Director Brand Finance Australia