

Understanding the Value of Sports Brands

25th October 2012

Agenda

Venue

The Mountbatten Room (Doors open at 08:30)

The Royal Automobile Club

89 Pall Mall

London

SW1Y 5HS

Media Sponsor:



Alcoholic Beverages Sponsor:



Understanding the Value of Sports Brands



Every CEO, CFO, CMO and Brand Manager wants to know how much return they are getting on their investment in terms of their sports sponsorship deals.

Sports have made it through the worst of the recession by offering a platform for brands to engage with vast audiences in an increasingly fragmented media landscape. These highly attractive platforms have meant that sports have received large amounts of funding, especially in football and in the run up to the London Olympic and Paralympic Games.



Banking investment in sports has dramatically decreased meaning that sports have had to adjust their sponsorship base to other sectors. However, is it likely that this new sponsorship base will continue to sponsor the majority of sports, which will inevitably receive a lot less coverage, once the Olympics is over?

Many companies prefer to partner up with teams or athletes and as history has shown these have gained the highest and most valuable levels of exposure and brand awareness. However this does come with risks.



At the forum we hear from leading business people and academics who will review the trends of global brand values and sponsorship over the past year and offer advice to help every brand improve based on their experiences.

Guest speakers

We have a fantastic line up of guest speakers from brands including:



Who should attend?

CEOs, CMOs, CFOs and senior managers of corporate brands who are interested in understanding the value of their brands and ROI on sports sponsorship.

Forum Programme 25th October

BrandFinance® Annual Forum 2012

Understanding the Value of Sports Brands

Timing	Synopsis	Speakers
08:30 - 09:00	Registration and coffee	
09:00 - 09:05	Welcome and introduction from host	David Haigh Chief Executive Brand Finance Plc
09:05 - 09:45	Keynote: "The Olympic Games Effect-How Value is Created for the Olympics and its Sponsors"	John Davis Instructor of Marketing University of Oregon
09:45 - 09:55	Developing a Sports Brand A brand consultancy perspective	Chris Lightfoot CEO Whitestone International
09:55 - 10:05	Building Franchise Brands A brand consultancy perspective	Charles Wright Managing Director Wolff Olins
10:05 - 10:15	Understanding the value of sports brands A communications agency perspective	Nikki Crumpton Chief Strategy Officer McCann London
10:15 - 10:40	Panel Session Creating sports brands...the agency view Facilitator: David Haigh , CEO, Brand Finance Plc	Panelists: 1. John Davis , University of Oregon 2. Chris Lightfoot , Whitestone International 3. Charles Wright , Wolff Olins 4. Nikki Crumpton , McCann London
10:40 - 11:00	Refreshment break	
	Sports brands: Individuals	
11:00 - 11:20	Turning individual sports stars into brands: Practical considerations	Peter Fairchild Partner Smith & Williamson
	Sports brands: Teams	
11:20 - 11:40	Building a world class sports team brand Case study: Manchester United	David French Head of CRM Manchester United
11:40 - 12:00	Building a world class sports team brand Case study: McLaren	John Allert Group Brand Director McLaren
	Sports brands: Franchises	
12:05 - 12:25	The secret to building a successful franchise brand Case study: The Olympics Franchise	Chris Townsend Commercial Director LOCOG
12:30 - 13:00	Panel Session The strength of individual sports stars, teams and franchises as brands. Facilitator: David Eades , Sport presenter, BBC World News	Panelists: 1. Peter Fairchild , Smith & Williamson 2. John Allert , McLaren 3. Chris Townsend , LOCOG
13:00 - 14:00	Buffet lunch	

Forum Programme 25th October

BrandFinance® Annual Forum 2012

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Timing	Synopsis	Speakers
14:00 - 14:05	Afternoon session: Introduction from host	David Haigh Chief Executive Brand Finance Plc
The experience of sponsors		
14:05 - 14:20	What is the benefit of sponsoring an individual sports star brand?	Sarah Loughran Head of Corporate Sponsorship Aviva
14:25 - 14:40	What is the benefit of sponsoring a sporting event?	Greg Farrett Global Brand Manager GE
14:45 - 15:00	What is the benefit of sponsoring a sports franchise brand?	Luc Bardin Group Sales and Marketing Officer BP
15:00 - 15:15	What is the benefit of sponsoring a sports franchise brand?	Lisa Baird US Olympic Committee
15:20 - 15:50	<p>Panel Session</p> <p>How have sports brands been utilised to build commercial value? Can the return of such sponsorship be justified?</p> <p>Facilitator: Elise Neils, MD, Brand Finance USA</p>	<p>Panellists:</p> <ol style="list-style-type: none"> 1. Sarah Loughran, Aviva 2. Greg Farrett, GE 3. Luc Bardin, BP 4. Lisa Baird, US Olympic Committee
15:50 - 16:10		
16:10 - 16:50	How to leverage relationships with sports brands to build commercial value	David Haigh Chief Executive Brand Finance Plc
16:50 onwards	<i>Drinks and canapes (served in St. James Room)</i>	
	<i>Drinks with thanks to Chapel Down Wines</i>	



David Haigh, Chief Executive, Brand Finance Plc

David is the CEO and founder of Brand Finance plc, the leading independent brand valuation consultancy. David qualified as a Chartered Accountant with Price Waterhouse in London. He has worked in the area of branded business, brand and intangible asset valuation since 1991 and since January 1995 has specialised entirely in this area. David has represented the British Standards Institute on the International Standards Committee working party on the standardisation of brand valuation methods and practices, whose standard (ISO 10668) was published in 2010.

David is a passionate writer and has written many articles for the marketing and financial press on branded businesses and brand valuation and is the author of numerous publications. He also lectures on the subject of branded business, brand and intangible asset valuation at many of the leading business schools around the world.



John Davis, Instructor of Marketing, University of Oregon

John, on the marketing faculty at the Lundquist College of Business at the University of Oregon, is the top-selling author of several books on business and marketing. His latest is the 2nd edition of *The Olympic Games Effect-How Sports Marketing Builds Strong Brands*, re-released in 2012 (2012 John Wiley & Sons; the 1st edition was released in 2008). His other books include: *Competitive Success: How Branding Adds Value* was published in 2010; *Magic Numbers for Sales Management* (2007 John Wiley & Sons); *Measuring Marketing: 103 Key Metrics Every Marketer Needs* (2nd edition coming in 2012; 1st edition 2006 John Wiley & Sons); *Magic Numbers for Consumer Marketing* (2005 John Wiley & Sons). John is currently completing *Sports Marketing: Creating Long Term Value* (Edward Elgar Publishing, exp.2013). He is also a contributing author to *Fast Track to Success-Marketing* (FT Prentice Hall 2009).

He was honored as the 'Best Professor of Marketing' of 2010 by the CMO Council and Asia's Best B-School Awards. He was formerly Dean-Global MBA at SP Jain School of Global Management, where he helped lead it to #68 in the Financial Times rankings of the world's top business schools.



Chris Lightfoot, CEO, Whitestone International

Chris is a leading international creative director and founded Whitestone International to specialise in building brands through a unique process of integrating strategic and creative thinking.

Formerly Creative Director of Interbrand, having developed numerous national and international brand programmes for Volvo, BiC, British Airways, Oxfam and Coca Cola amongst others, he adapted his approach initially to sports brands (including The FA, RFU, ECB, FIFA, ATP, Adidas, Budweiser and many others), by developing a process based on a knowledge of how to build and revenue the emotive bonds consumers develop with a sport and club. This approach has since been expanded to non-sports brands and businesses that aim to leverage the emotive connections their brands have and can form with consumer audiences.



Charles Wright, Managing Director, Wolff Olins

Charles is a member of the leadership team of Wolff Olins. He heads the Dubai office with responsibility for growing their business in the Middle East and India. He has led many of their biggest engagements both internationally and in this region. Before joining Wolff Olins in 1987, Charles worked for Pepsi and as a management consultant. He is a chartered accountant and a graduate of Oxford University.

Speaker Profiles



Nikki Crumpton, Chief Strategy Officer, McCann London

After studying Geography at Oxford, Nikki started in advertising at BMP/DDB where she quickly made her mark on the London advertising scene by being named as one of Campaign's 'Faces to Watch' in 1997. Following this Nikki became a Partner at Fallon where she was Head of Planning and worked on Clients such as the BBC, BT, Citibank, Starbucks and Nando's.

Joining McCann London in 2006 she was instrumental in the Heinz, Premier and Evening Standard account wins. She was promoted to Chief Strategy Officer in May 2008.

Nikki has two little girls, and a passion for innovation, sustainability and The Olympics and Paralympics. She also loves making cupcakes and surfing. The cupcakes are good, the surfing is rubbish.



Peter Fairchild, Partner, Smith & Williamson

Peter specialises in tax structuring for professional sportspeople and deals with the tax affairs of many Premiership footballers. Peter acts on behalf of several professional sports clubs advising them on remuneration and image rights planning for their players. He also deals with tax planning for non-UK domiciled and high net worth individuals and is experienced in dealing with investigation and tax enquiry work.



David French, Head of CRM, Manchester United

David specialises in loyalty marketing, CRM and digital media/marketing strategy. At Manchester United, David is responsible for engaging with (and monetizing) the football club's global fan base, reporting into Richard Arnold – the club's Commercial Director.

David joined Manchester United in August 2010 from Nokia, where he was the Director of Intelligence and Targeting in the global marketing team based out of the company's HQ in Helsinki. At Nokia, David created and launched 'My Nokia', a global customer engagement programme that grew to have over 150 million participants.

Prior to Nokia, David worked for a number of advertising/marketing agencies including McCann Erickson and JWT, as well as ICLP Hong Kong (a loyalty marketing agency) where he was Strategy Director and Deputy General Manager. At ICLP he worked with Cathay Pacific to re-brand and manage their global customer loyalty programme ('The Marco Polo Club') and to create, launch and manage their new frequent flyer programme ('Asia Miles') at the inception of the oneworld Alliance.



John Allert, Group Brand Director, McLaren

John started his career as a graphic designer but quickly moved into account management and ultimately brand strategy. In 1996, John left Cato Partners in Melbourne, Australia, where was Managing Director, to set up his own branding consultancy. This he then sold in 1998 to Interbrand, which he joined as its inaugural Australian CEO. John was appointed to Interbrand's global board in 2004, and was then made CEO of Interbrand London in 2005. In 2007, he was poached by one of his clients, McLaren, as Group Brand Director – a position created for him. As a Director of McLaren John now sits on its management board, with responsibility for the brand's strategy and execution across its F1 operation, its high performance road car company, and its rapidly growing applied technologies businesses. A recently naturalised Brit, John's non motorsport passions include his family, cricket, food and wine and creative writing.



Chris Townsend, Commercial Director, LOCOG

Chris is the Commercial Director of London 2012 with the key responsibility of raising £2 billion to fund the operational costs of the London 2012 Olympic & Paralympics games. His responsibility includes recruiting all Domestic Sponsors, Marketing, Merchandising, Ticketing and all other IOC revenue sources including world wide sponsors and broadcasting rights.

Prior to London 2012, Chris joined Transport for London (TfL) in 2003 as Group Marketing Director with a team of 500 staff. He was responsible for a number of high profile award winning advertising campaigns including the "Sarah Rivers" road safety campaign. He also launched and managed the marketing of the Oyster card which now has 6m active users. He re-negotiated the London Underground advertising contract with Viacom worth over £1bn and implemented a range of innovative customer service and travel information initiatives. TfL is now the largest public transport organisation in the world and managing 10m passengers per day.



Sarah Loughran, Head of Corporate Sponsorship, Aviva

Sarah's career began in the public sector as press officer for an organisation now called Universities UK. After a series of press and communication roles, in both the public and private sectors, she became Head of Corporate Sponsorship in Aviva's Global Brand Development team in 2005.

During her time with the insurance group, Sarah feels lucky to have managed a number of the company's sponsorships and charity partnerships, including the partnership with UK athletics which has been running since 1999, the Aviva Challenge and the Aviva Ocean Racing campaign with world-record breaking yachtswoman Dee Caffari. Aviva has always supported the arts and Sarah has worked with Tate, the LPO and most recently, the National Theatre's innovative NT Live initiative. She is also responsible for developing Aviva Street to School, the company's first group-wide international charity partnership programme which aims to help 500,000 children get from the streets into education by 2015.



Greg Farret, Executive Director of Communications, Europe, GE

Greg Farret leads communications strategy for GE's Global Growth and Operations organization in Europe, reporting to the President and CEO of Europe. Currently, based in Frankfurt and tasked with building awareness for GE, strengthening the company's image and reputation in Europe's largest market, he also leads a team of experienced Communications and Public Affairs professionals across Europe.

Over the last six years he has led the development and resourcing of GE's communications functions in high growth regions around the world. He has also been a key member of the team that has led activation of GE's Olympic sponsorship around the world.

Greg re-joined GE in Sept 2005 from EMG an international public relations and marketing consultancy, where he was the Co-Founder and CEO. Prior to establishing EMG, Greg was the European Marketing Communications Manager for GE Plastics in the Netherlands. His background includes several key pan-European marketing and marketing communications positions with Pitney Bowes.



Luc Bardin, Group Sales and Marketing Officer, BP

Luc is a Group Vice President since 2002 and Group Chief Sales & Marketing Officer, BP plc. He is responsible for BP's sales & marketing strategies and capabilities, group brand management, group paid & social media and main sponsorships e.g. London 2012 Olympics. He also founded and continues as CEO of BP's strategic partnerships Division. For over 30 years and as Company or Divisional CEO, Luc has had continuous accountability for large scale customer facing global businesses with complex value chains: BP strategic partnerships (2003-12); BP business marketing (2001-3); Castrol Europe (1997-2001); Castrol France (1994-97).

Luc joined BP from Castrol and previously ran businesses with Hoechst and Pechiney. Luc holds an MBA from INSEAD (1983) and graduated in Engineering at the Ecole Centrale Lille (1980), Political Science at the Institut d'Etudes Politiques, Paris (1981) and Finance at the High Finance Institute, Paris (1993).

Luc is father of four children and his interests are his family and rugby.



Lisa Baird, Chief Marketing Officer, US Olympic Committee

As the CMO of the United States Olympic Committee Lisa Baird directs the USOC's sales, marketing, events, licensing and media efforts. Since joining, she has signed over \$100 million dollars in sponsorship revenue including signing 14 new corporate partners in one of the most challenging marketplaces in recent years.

Lisa has also served as Senior Vice President, Marketing and Consumer Products for the National Football League. Lisa oversaw the League's launch of the NFL Play60 program fighting childhood obesity and worked on the team that reopened the Super Dome with the Saints first home game following the devastation of Katrina. Baird also worked IBM, General Motors, and Procter & Gamble. Baird is a graduate of Penn State University with both a Bachelor of Arts and Masters of Business Administration degree.



Elise Neils, Managing Director, Brand Finance USA

Elise Neils specializes in the valuation and monetization of tangible and intangible assets, including businesses, brands, securities, trademarks, patents and patent applications, naming rights, copyrights and other intellectual property for companies, non-profits, governmental entities, and attorneys.

Elise has supervised and participated in hundreds of complex international valuation assignments involving brand creation, merger and acquisition transactions, strategic planning, GAAP and IFRS compliance, SEC reporting, tax reporting, litigation, and estate planning.

Elise has experience valuing intellectual property within a wide range of industries, with a particular focus on the Sports & Entertainment Industries. She has valued many world-famous, important brands in a variety of business sectors, including: Malibu, Realtor, Budweiser, Woolmark, and Maker's Mark. She has also spoken extensively on valuation and related issues to many associations, legal groups, and corporate groups.



David Eades, Presenter, BBC World News

(Awaiting speaker profile)

Workshop Programme 24th October

BrandFinance® Annual Forum 2012

How to measure the ROI in sponsorships

Timing	Synopsis	Speakers
13:00 - 14:00	Registration and buffet lunch	
14:00 - 14:15	Welcome and introduction remarks	David Haigh Chief Executive Brand Finance Plc
14:15 - 15:00	Using sports sponsorships to enhance brand reputation and drive brand value	John Davis Instructor of Marketing University of Oregon
15:00 - 15:45	Payback from sponsorship and stadium naming rights	Elise Neils Managing Director Brand Finance USA
15:45 - 16:15	Refreshment break	
16:15 - 17:00	How sports sponsorship affects the drivers of brand preference as measured by qualitative research	Andy Moore Global Managing Partner Nunwood
17:00 - 17:15	Techniques available to measure Sports Brands and their effects on commercial brands	Dave Chattaway Valuation Director Brand Finance Plc
17:15 - 17:30	How Brand Finance can help you	David Haigh Chief Executive Brand Finance Plc

Sponsors



BBC World News

BBC World News, the BBC's commercially funded international 24-hour news and information channel, is owned and operated by BBC World News Ltd, a member of the BBC's commercial group of companies. BBC World News is available in more than 200 countries and territories worldwide, and reaches 296.2 million households and 1.8 million hotel rooms. The channel's content is also available on 87 cruise ships, 40 airlines, 39 mobile phone networks and a number of major online platforms including bbc.com/news.

For further information on how to receive BBC World News, download schedules or find out more about the channel, visit bbcworldnews.com.



Chapel Down Wines

Chapel Down is one of England's great new brands. A charismatic team of highly talented people are creating World Class, distinctive and award-winning wines that are capturing the public's imagination and surprising and delighting all who try them. Since 2001 they have re-invented English wines to the extent that demand now vastly exceeds supply. The perfect terroir of South East England has brought them not only International accolades for their Chapel Down wines and Curious Brew beer, but a growing affection and awareness. Available at the Olympics and in restaurants where quality is essential such as Jamie Oliver, Gordon Ramsay, Gary Rhodes and Harvey Nichols, and in quality retail outlets such as Waitrose, M&S, Majestic and many, many more, 2012 has been another extraordinary year for Chapel Down.

For more information see www.chapeldown.com or visit their wonderful home in Tenterden, Kent.

Associate Organisations



The Brand Finance Institute

The Brand Finance Institute (BFI) is the education and training division of Brand Finance Plc in which technical and practical issues surrounding brands and brand measurement are explored. The BFI organises events around the world featuring leading edge thinkers in the area of brand strategy, brand measurement and brand valuation, who come together to share their experiences and to better understand the process by which valuable brands are created.

The BFI produces The BrandFinance® Journal every quarter. The Journal includes exclusive interviews from high-profile industry leaders as well as in-depth articles and analysis of current topics.

For more information, please visit www.brandfinance.com

About Brand Finance



Brand Finance is the world's leading brand valuation consultancy. We advise strongly branded organisations on how to maximise their value through the effective management of their brands and intangible assets. Headquartered in London, Brand Finance is represented in over 20 countries worldwide.

Our clients include international brand owners, tax authorities, Intellectual Property lawyers and investment banks. Our work is frequently peer-reviewed by the big four audit practices and our reports have been accepted by various regulatory bodies, including the UK Takeover Panel

About Brand Finance Forums

Brand Finance is committed to the development of theoretical and practical issues surrounding brands. As part of this process, we organise a series of events and forums around the world where leading practitioners in the area of brand strategy, brand building and brand valuation come together to share their experiences and to better understand the process by which valuable brands are created.

The Brand Finance Annual Forum, now in its 9th year, has progressively become one of the definitive events in the area of brand valuation and should not be missed by anyone who is serious about maximising the value of their brands and intangible assets.

To find out more visit www.brandfinanceforum.com

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By Underground

Charing Cross: Northern and Bakerloo Lines. From Charing Cross tube go towards Trafalgar Square, then turn down Cockspur Street, and continue past Waterloo Place.
Green Park: Victoria Line. From Green Park tube, go east along Piccadilly, then turn right into St James's Street and at the end, turn left into Pall Mall.
Piccadilly Circus: Bakerloo and Piccadilly Lines. From Piccadilly tube, go down Lower Regent Street, towards Waterloo Place, and turn right into Pall Mall at the end.



By Rail

The nearest mainline railway stations are Victoria and Charing Cross.



By Car

Pall Mall is a two-way street. A cashless parking system is now in place on Pall Mall and surrounding streets, whereby motorists pay by inputting their details, via a phone call or text message.

Parking is available on meters, which can be found on Pall Mall, St James's Square, King Street, Charles II Street, Carlton Gardens, Carlton House Terrace, Waterloo Place, Jermyn Street and St James's Street.

Local car parks can be found at Spring Gardens on the south side of Trafalgar Square, Babmaes Street, Leicester Square (Swiss Centre NCP), Arlington Street (Arlington House NCP), Whitcomb Street, junction with Orange Street (M.L. Car Parks).



www.brandfinance.com