BRAND·FINANCE®

BrandFinance® Munich Forum 2012

In brands we trust: Maximizing the value of German brands

in conjunction with Munich Business School

18th April 2012

Agenda

Venue

Munich Business School
Elsenheimerstraße 61
80687
Munich

Sponsor:

Munich Business School

BrandFinance® Munich Forum 2012

In brands we trust: Maximizing the value of German brands

As the German economy provides a shining example to the rest of Europe, so too must German businesses and industry whilst the continent remains burdened with heavy debts and financial crises. In today's difficult economic climate it is the German consumer who will shape the future as they turn towards the domestic brands they know, trust and admire. Brand Finance is proud to announce the launch of the first ever BrandFinance® German Top 30 league table detailing the Top ranked brands from Germany.

The BrandFinance® Munich Forum will launch and discuss the German Top 30 brands in association with Munich Business School. We will hear views and objectives regarding issues around the impact of the current financial crisis on major German brands. As 2012 seems likely to be a challenging year for the economy, how best can marketers and brand managers maximise their brand's value to succeed in these turbulent times?

Who should attend?

Communication and strategy directors, brand managers; those responsible for managing the overall brand experience for German brands. We expect an open and spirited debate and urge all attendees to share their perspectives.

Wednesday 18th April

BrandFinance® Munich Forum 2012

In brands we trust: Maximizing the value of German brands

Timing	Synopsis	Speakers
09:00 - 09:30	***Registration and coffee***	
09:30 - 09:40	Welcome and introduction	**Stefan Baldi** Dean Munich Business School
09:40 - 09:55	Introducing Brand Finance	**David Haigh** Chief Executive Brand Finance Plc
09:55 - 10:25	Results of the German Top 30 – what are the trends?	**David Haigh** Chief Executive Brand Finance Plc
10:25 - 10:45	Case study: Brand building and brand management BMW	**Dr. Uwe Ellinghaus** Director Brand Management BMW, Marketing Services BMW Group BMW
10:45 - 11:10	Case study Brand Finance: How to maximize the value of brands - The case of Vodafone	**David Haigh** Chief Executive Brand Finance Plc
11:10 - 11:30	Conclusion	**David Haigh** Chief Executive Brand Finance Plc
11:30 - 13:00	***Coffee and beverages***	

This programme is correct at time of going to print. Brand Finance reserve the right to change any aspect of the event

Sponsors

Munich Business School

Munich Business School is one of the leading internationally recognized business schools in the German-speaking area and was founded in 1991 (at that time named “Europäische Betriebswirtschaftsakademie”) by the European Business Schools International (ebsi) London, Paris, Madrid, and Milan. The initiators pursue one purpose above all others: to establish new benchmarks for practical orientation and internationality for business education in the economic center of Southern Germany. Four years after becoming the first private university in Bavaria, the school is renamed Munich Business School. Today, MBS offers full-time Bachelor and Master programmes, as well as a 24-month Executive MBA programme and counts about 600 students and almost 1000 graduates.

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 exlusive 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*

Speaker Profiles

Stefan Baldi, Dean, Munich Business School

After studying computer science at the Technical University of Clausthal and Karlsruhe University (Diploma in Computer Science) from 1984 to 1990, Baldi received his doctorate in 1996 at the Technical University of Ilmenau in business administration. From 1990 to 2002 he was a research associate and lecturer at the European Business School in Oestrich-angle as well as an independent consultant and trainer in the field of information systems. In 2002, he joined Munich Business School as Dean.

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.

Dr. Uwe Ellinghaus, Director Brand Management BMW, Marketing Services BMW Group, BMW

Uwe Ellinghaus is Director Brand Steering, Brand Management BMW and Marketing Services since February 2010. After studying business administration in Germany and the U.S., he started his career in strategic market and communication research, working for the research company GfK AG in Nuremberg, Germany. Alongside this job, he attained a doctorate degree in marketing. Afterwards, he entered the BMW Group where he first worked as a consultant for brand strategy within the BMW Group's central marketing department in Munich. He was appointed General Manager Market and Trend Research in 2001 with the global responsibility for all market research activities for BMW, MINI and Rolls-Royce. In 2004, he was appointed Marketing Director BMW UK Ltd. with the responsibility for all marketing activities of the BMW brand in the UK. From June 2008 until January 2010 he was appointed Vice President BMW Brand Communication in Munich.

Contact information

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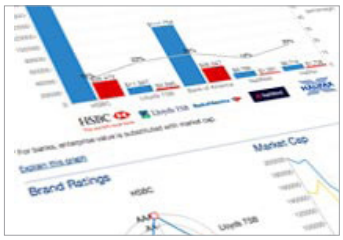
About Brand Finance Forums

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 pracitioners 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 Forum 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**

BRANDIRECTORY



The ultimate collection of information for the world's largest brands.

- Brand League Tables
- Brand Valuation Reports
- Brand Profiles
- Brand Comparison Tool

Brandirectory is an online encyclopedia of brands where financial results, visual identities, trademark histories and the latest marketing news will be compiled and shared. It is an invaluable resource for brand managers, offering detailed brand profiles and comparative analysis across all major commercial sectors.

To find out more **visit www.brandirectory.com**

Notes

The world's leading independent brand valuation consultancy

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