

Brand Finance Global Forum 2019

Understanding the Value of Geographic Branding

1st - 2nd April 2019

Brand Finance Global Forum 2019.

Brand Finance bridges the gap between marketing and finance.

Our teams have experience across a wide range of disciplines, from market research and visual identity, to tax and accounting. We understand the importance of design, advertising, and marketing, but we also believe that the ultimate and overriding purpose of brands is to make money. That is precisely why we connect brands to the bottom line.

The 15th annual Brand Finance Global Forum will focus on **Understanding the Value of Geographic Branding.**

With an action-packed day-long event at the Royal Automobile Club in London, we will aim to unwrap the issues which affect brands as they aim to leverage their geographic location for commercial success.

A geographic branding can come in many forms, from well-known Protected Designation of Origin brands such as Parmigiano Reggiano and Champagne, to brands which evoke an immediate sense of national identity such as British Airways and Deutsche Bank, and even business clusters like the Silicon Valley tech ecosystem.

For brands, locality is always a consideration. What role should geographic identity play in brand development and growth? Will brands gain value commercially by association with a particular place or will this provide limitations? In times of economic and political uncertainty, will geographic indication continue to be favourable or detrimental to a brand's success?

The Brand Finance Global Forum 2019 will explore these topics, whilst helping brands to understand precisely how geographic branding can impact value, attract customers, and influence key stakeholders.



Brand Finance Global Forum 2019.

2nd April 2019. 08.15 - 17.00

Brand Finance forums attract CEOs and CMOs of global brands, senior investors, analysts, marketers and journalists who are keen to learn more about the links between brands, strategy and financial performance.

The Brand Finance Global Forum 2019 will focus on the value of geographic branding.

We will host high-profile industry expert speakers who will explain how they use brand strategy to maximise financial performance.

The day-long event will include scheduled networking breakout sessions with coffee breaks, lunch and an after-conference drinks reception for all attendees and speakers.

The morning session will focus on place branding and branding in tourism, whilst the afternoon discussions will be centred around geographic branding in goods and services.



Past Speakers at our Global Forums.



Martin Haering
Finastra
Chief Marketing Officer



Americo Silva
Shell
Global Head of Digital & Social Media



Kathy Dykeman
Facebook
Director of Marketing & Science



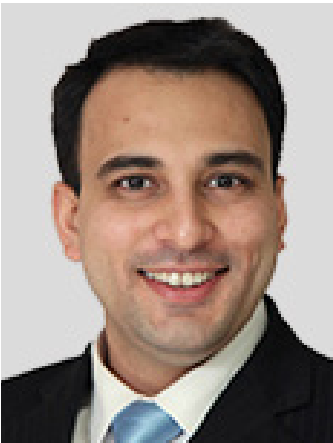
Conny Kalcher
LEGO Group
Vice President



Liz Miller
CMO Council
Senior Vice President



Simon Sproule
Aston Martin
Chief Marketing Officer



Abhinav Kumar
Tata Consultancy Services
Chief Marketing & Communications Officer



Amanda Jobbins
Oracle
Chief Marketing Officer



The Rt Hon Matt Hancock
UK Government | (Former)
Secretary of State for Digital, Culture, Media & Sport



Axel Lober
Merck Group | Head
of Corporate Branding & Strategic Communication



Chris Clark
HSBC
Former Chief Executive Officer



James Welchman
Chevron Lubricants
Marketing Manager

**Who Will
Be There?**

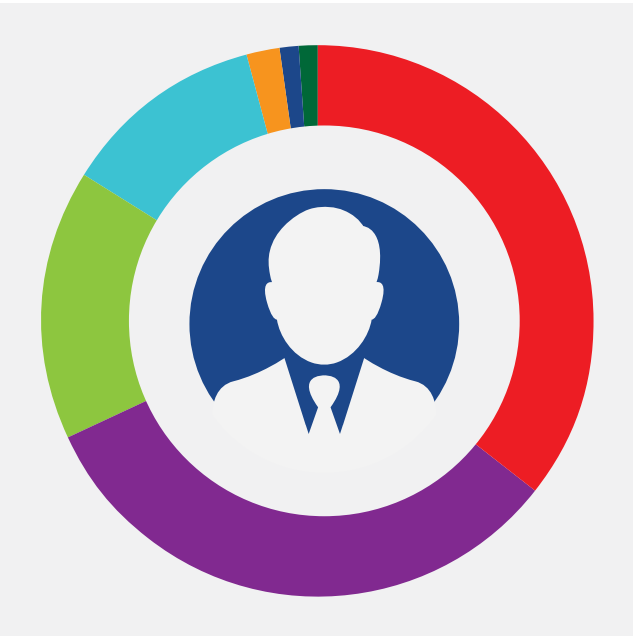


Brands Previously in Attendance.



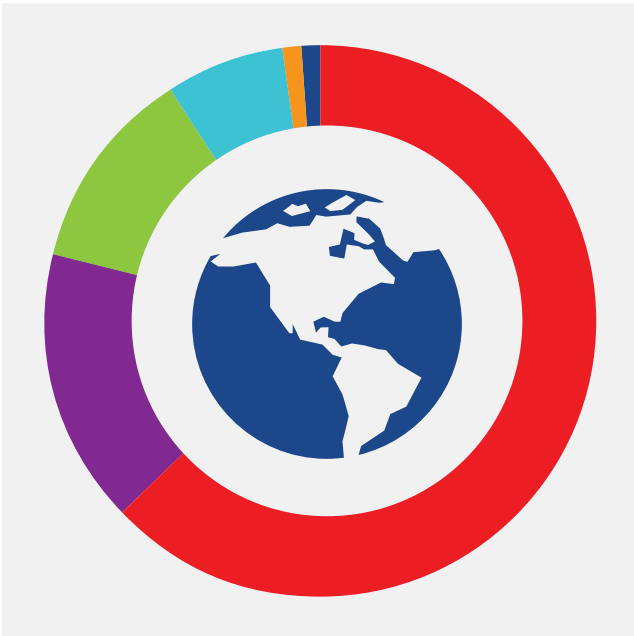
Demographic of Previous Attendees.

Job Roles Represented:



Colour	Job Role	%
Red	Head of Brand, Marketing, Communications, Brand Strategy, Senior Managers	36
Purple	COO, CMO, Vice President, General Manager, Managing Director, Director, Global Director	33
Green	Consultants, Analysts, Executive, Associate	15
Cyan	CEO, President, Partner, Chairman, Founder	12
Orange	CFO, Finance Manager	2
Dark Blue	Events Manager, Project Manager	1
Dark Green	Academics	1

Countries Represented:



Colour	Country/Region	%
Red	UK	63
Purple	Europe	16
Green	USA	12
Cyan	Asia	7
Orange	Africa	1
Dark Blue	Other	1

Industries Represented:



Colour	Industry	%
Red	Technology, Media & Telecommunications	23
Purple	Advertising & Marketing	20
Green	Financial Services	18
Cyan	Law and Government	10
Orange	Food and Healthcare	8
Dark Blue	Consultancy	8
Pink	Chemical, Energy, Oil, Construction	7
Dark Green	Luxury	6

*Brand Finance Global Forum 2018 attendees

The Venue.



2019 Venue: The Royal Automobile Club.



The Brand Finance Global Forum 2019 will be hosted at the Royal Automobile Club, Pall Mall, London SW1.

The RAC is one of the world's foremost private members' clubs, offering first-class facilities, set in the heart of the St James's area of London.

The Mountbatten Room will host the main dinner and conference where the speaker sessions will take place, alongside the Committee Room (middle photo) where the breakfast, lunch and tea/coffee breaks will take place during networking slots.



The venue provides a unique setting for our annual event and can accommodate 200 delegates.

We are in the process of finalising the schedule for the Brand Finance Global Forum 2019. If you are interested in becoming more involved, we would be more than happy to discuss this in more detail with you.

Last Year's Venue: BAFTA 195 Piccadilly



The Conference.

2nd April 2019. 8.15 - 19.00

Brand Finance will source a selection of speakers willing to discuss this year's topic, **Understanding the Value of Geographic Branding**, as well as invite clients and experts to speak about their experiences in brand strategy.





08:15 - 09:00 Registration & Breakfast

09:00 - 09:15 Introduction by David Haigh, CEO, Brand Finance plc

09:15 - 10:45 Morning Session:
Nation Branding and Cluster Locations

3 x Speaker (20 minutes)

30 Minute Panel Session Moderated by Brand Finance Representative

10:45 - 11:15 Coffee and Networking

11:15 - 12:45 2nd Morning Session:
Tourism

3 x Speaker (20 minutes)

30 Minute Panel Session Moderated by Brand Finance Representative

12:45 - 13:45 Lunch and Networking

13:45 - 15:15 Afternoon Session:
Tangible Products

3 x Speaker (20 minutes)

30 minute Panel Session Moderated by Brand Finance Representative

15:15 - 15:40 Coffee and Networking

15:40 - 16:50 2nd Afternoon Session:
Intangible Services

3 x Speaker (15 minutes)

25 Minute Panel Session Moderated by Brand Finance Representative

16:50 - 17:00 Conclusion by David Haigh, CEO, Brand Finance plc

17:00 - 19:00 Networking Drinks

The VIP Dinner.

1st April 2019. 18.00 - 23.00

The VIP Dinner is the chance to discuss the latest issues with colleagues, delegates and peers in a more intimate setting. The opportunity to engage with our conference speakers and other VIPs is presented. In the past, it has been hosted at Mansion House and BAFTA 195, this year it will take place at the Royal Automobile Club.

Enjoy a delicious meal and experience an interesting and informed evening at one of London's most attractive and prestigious venues.

A selection of the Brand Finance Most Valuable and Strongest Brands Awards of 2019 will be presented.





18:00 - 19:00 Drinks Reception and Networking

19:00 - 19:15 Welcome Speech

19:15 - 21:00 Dinner

21:00 - 21:30 After Dinner Speaker

21:30 - 21:45 Brand Finance 2019 Awards

21:45- 23:00 Networking Drinks

About Us.

Founded in 1996, Brand Finance is the world's leading independent brand valuation and strategy consultancy. Headquartered in the City of London, we are present in over 20 countries.

Brand Finance.

Established 1996

Helping clients to measure, manage, maximise and monitor the value of their brands to drive business performance.

Unique

We possess a unique combination of marketing, research, management and financial expertise.

Independent

Brand Finance is entirely independent. We manage brands, not create them.

Technical recognition

We are accredited with the ISO 10668 global standard for brand valuations and the newly adopted ISO 20671 international standard on Brand Evaluation, and our assessments are widely accepted by regulatory bodies worldwide.

Experience

With over 20 years experience Brand Finance has worked with clients of all sizes across all sectors.

Global

We are headquartered in London with offices in over 20 countries.

Brand Finance Forums.

Established 2004

Brand Finance is committed to the development of theoretical and practical issues surrounding brands.

Brand Finance Forums are part of Brand Finance Institute, the education and training division of Brand Finance plc in which theoretical and practical issues surrounding brands are explored.

Brand Finance Institute organises events around the world featuring leading edge thinkers in the area of brand strategy, brand building and brand valuation, who come together to share their experiences and to better understand the process by which valuable brands are created.

Global Clients.

We work with some of the best brands from all over the world. Here is a small selection of the brands we have worked with recently.



Brand Finance®

Brand Finance is the world's leading independent brand valuation and strategy consultancy, helping companies to manage their brands for improved business results.

Contact us

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