

International Brand & Reputation Community (INBREC)

COI Branding Africa Chapter Meeting: South Africa

Hosted by: Nedbank in association with Vuma Reputation Management

Venue: Room 15, Block H, Nedbank Offices, 135 Rivonia Road, Sandton, Johannesburg

Date: Thursday, 25th February 2016

Participants: Corporate SA Executives

Dress Code: Business Casual

Attendees: 18

PROPOSED AGENDA

- 10:30 – 10:45 Registrations and refreshments
- 10:45 – 11:15 Welcome and introduction to the day
Janine Hills - Advisory Board Member INBREC.
- 11:15 – 12:00 Presentation: **Nedbank** – Driving Strategic Reputation Management in Banking
Esme Arendse - Divisional Executive Group Communications.
- 12:00 – 13:00 Lunch
- 13:00 – 14:00 Presentation: **BrandSA** - How can you as Corporate SA build our country brand and reputation?
Speaker: Dr Petrus De Kok – General Manager – Research.
- 14:00 – 14:15 Break for refreshments
- 14:15 – 15:15 Presentation: **INBREC** – Stakeholder – guided Brand and Reputation Management – Practice Example from the Pharmaceutical Industry.
Prof. Dr. Markus Renner - Co-Chairman INBREC and former Head of Global Brand & Reputation Management Novartis.
- 15:15 – 16:15 Wrap up, feedback and preview on next meeting
Prof. Dr. Markus Renner - Co-Chairman INBREC.
- 16:15 – 17:15 Farewell Refreshments

Janine Hills
Advisory Board Member INBREC

Markus Renner, PHD
Co-Founder & Co-Chairman INBREC