

International Brand & Reputation Community (INBREC)
Community of Interest (COI) Branding Africa Chapter Meeting: South Africa

Hosted by

Airports Company South Africa with Vuma Reputation Management

Venue : Intercontinental Hotel at O.R. Tambo International Airport
Date : Wednesday 3 October 2018
Participants : Corporate SA Executives
Dress Code : Business Casual
Attendees : Approximately 20 – 30 Executives from the Communication sector

AGENDA

09:00 – 09:30	Registrations and refreshments
09:30 – 10:00	Welcome and introduction by ACSA <i>Mr Dirk Kunz – Airports Company South Africa – Chief Financial Officer</i>
10:00 – 10:15	Welcome & Introduction of Participants <i>Dr Markus Renner – Co-Founder & Co-Chairman of INBREC - Overview of INBREC and feedback of London Summit</i>
10:15 – 11:45	Presentation Chris Louw – Head of Caxton Digital – Caxton Digital - & Kate Skinner – Executive Director - SANEF Topic : The critical importance of corporate support for the media - fighting fake news and ensuring quality journalism
11:45 – 12:45	LUNCH
12:45 – 13:45	Presentation – International Speaker - Germany - Mr Tobias Bielenstein – INBREC Board Member Topic : Social Values, Political Positions, and CSR - New Challenges for Corporate Brands
13:45 – 14:45	Presentation – Kate Johns – Africa Media Relations - Standard Bank Topic : Managing reputation across geographies
14:45 – 15:15	Break for Refreshments
15:15 – 16:45	Presentation - International Speaker - Switzerland - Dr Markus Renner – Co-Founder & Co-Chairman of INBREC Topic : The Business Impact of Customer Centricity – Insights from a Recent Customized Empirical Study
16:45 – 17:00	Summary, Wrap up, feedback and preview of next meeting <i>Janine Hills – Advisory Board Member - Chairperson INBREC Africa Chapter</i>
17:00	End of Meeting