

**Preliminary agenda: Kick-off Chapter Finland of the  
International Brand & Reputation Community (INBREC)**

Meeting on Wednesday, November 4, 2015 in Helsinki  
hosted by the University of Helsinki

Venue: University of Helsinki  
Address and room: to be defined

08:30	Welcoming Breakfast
09:00	Welcome by <b>Prof. Dr. Pekka Aula</b> (Finland), Adjunct Professor of Communication at the University of Helsinki and Co-Chairman of INBREC Chapter Finland <b>Dr. Markus Renner</b> (Switzerland), Co-Founder and Co-Chairman of INBREC General Instructions
09:15	Keynote: “ <b>Brand &amp; Reputation Management as key pillar of Bayer's global business strategy</b> ” <b>Uwe Schmidt</b> , Head Corporate Branding at Bayer AG (Germany) and Member of INBREC Chapter Germany since 2008
10:00	Facilitated Group Discussion w/Coffee
10:30	Keynote: “ <b>Return on Reputation</b> ” <b>Dr. Markus Renner</b> Co-Chairman of INBREC and Visiting Professor Marketing & Reputation at Henley Business School (UK)
11:00	Facilitated Group Discussion on the future format of the Finland INBREC Chapter w/Coffee Moderated by <b>Pekka Aula</b> and <b>Markus Renner</b>
11:45	Closing Remarks Next steps and dates for INBREC Chapter Finland Feedback from participants
12:00	Lunch: End of the event

Note: Timings are approximate and the breaks will be taken at a convenient time