

12./13. June 2025
International Brand & Reputation
Community INBREC Summit 2025
@Frankfurter Buchmesse GmbH
<https://www.buchmesse.de/en>

Senior brand, reputation, communications, marketing and
public affairs managers from renowned companies &
organizations, based in multiple countries

Programme:

Thursday, June 12th, 2025

19.00 – 22.00 incl. Buffet Dinner

Venue Address:

Frankfurter Buchmesse GmbH, Haus des Buches
Braubachstraße 16, 60311 Frankfurt

Attire: Smart Casual

19.00 Welcome Reception and Introduction of Attendees

20.00 Opening Speech
Between trade, discourse and festival: How
Frankfurter Buchmesse connects the world
Juergen Boos, Managing Director Frankfurter
Buchmesse GmbH

(Presentation incl. discussion)

Approx. 22.00

Further networking opportunities at hotel bar – all participants

Hotel Innside Frankfurt Eurotheum

Neue Mainzer Straße 66-68
60311 Frankfurt
(Tel: +49 69 210 880)

Friday, June 13th, 2025

8.30 – 16.00

Venue Address:
Frankfurter Buchmesse GmbH, Haus des Buches
Braubachstraße 16, 60311 Frankfurt

Attire: Business casual

Conference of the INBREC SUMMIT 2025

Theme:
**“Navigating Global Brand Reputation
amid divergent stakeholder expectations”**

AGENDA

- 8.30 Registration and refreshments**
- 9.00 Welcome by Chairmen INBREC and Introduction**
- 09.30 200 years of German Publishers and Booksellers
Association – How Germany´s Oldest Trade Association is
Opening up New Chapters**
Peter Kraus vom Cleff, Managing Director Börsenverein des
Deutschen Buchhandels e. V.
<https://www.boersenverein.de/english/>

(Presentation incl. discussion)
- 10.15 Coffee break**
- 10.30 Marketplace, Political Platform or Cultural Event?:
The Challenges of Positioning a Global Brand**
Dr. Christian Ebert, Vice President Marketing & Sales
Frankfurter Buchmesse GmbH

(Presentation incl. discussion)

- 11.15 Crisis Communication: How to prevent and manage political issues during a Major Event**
Ines Bachor, PR Manager, Frankfurter Buchmesse GmbH

(Presentation incl. discussion)
- 12.00 Lunch**
(Margarete, Braubachstraße 18-22, 60311 Frankfurt)
- 13.30 Mutual Transport to Messe Frankfurt (Frankfurt Trade Fair)**
<https://www.messefrankfurt.com/frankfurt/en.html>
- 14.00 Marketing Challenges for one of the world's largest trade fair, congress and event organizers**
Stephan Kurzawski, Senior Vice President Consumer Goods & Sales, Messe Frankfurt GmbH

Guided Tour: Operation and Security Center
Dimitrios Donis, Director Operation and Security Center, Messe Frankfurt GmbH
- 16.00 Recap and Update Next INBREC Meetings**
Markus Renner & Marco Casanova
Co-Chairmen INBREC
- 16.15 END of INBREC Summit**