

International Brand & Reputation Community (INBREC) Summit

Meeting COI Branding Germany, Switzerland, Austria and UK, plus potential participants
of future COI Branding Netherlands

Themes:

1. Africa and Turkey: How to navigate brand and reputation in fast growing emerging markets
2. Adopting the Brand Positioning to global business needs:
 - The Revised Brand Positioning of ING due to overhauled business model

Hosted by: ING Group

Venue: Herengracht 580

1017 CJ Amsterdam

Date: Thursday, May 21, 2015

Participants: ca. 25 senior corporate managers

Dresscode: Business Casual

AGENDA

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| 09.00 – 09.15 | Registration and refreshments |
| 09.15 – 09.30 | Welcome and introduction to the day <i>Nanne Bos, Head Global Branding, ING Group, and INBREC Advisory Board Member Markus Renner & Marco Casanova, Co-Chairmen INBREC</i> |
| 9.30 – 10.30 | Presentation: Current brand and reputation landscape of Africa at large: Government relations, social and corporate expectations". <i>Janine Hills, CEO & Founder Vuma Reputation Management, Advisory Board Member of INBREC, Johannesburg / South Africa</i> |
| 10.30 – 10.45 | <i>Coffee Break</i> |
| 10.45 – 11.45 | Q+A session: Current brand and reputation landscape of Turkey: Government relations, social and corporate expectations". <i>Salim Kadibesegil, Founder and President of RepMan Reputation Management Research Center and Advisory Board Member of INBREC, Istanbul / Turkey</i> |

- 11.45 – 12.30 ING: Brand transformation in a changing organisation and context (Part 1):
The Think Forward strategy and purposeful brand positioning.
*Nanne Bos, Head Global Brand Management, ING Group,
and INBREC Advisory Board Member*
- 12.30 – 13.45 Lunch
- 13.45 – 14.45 ING: Brand transformation in a changing organisation and context (Part 2):
Roll-out into a global matrix organization, implementation plan, alignment
of senior management, how to keep track & key lessons learned
*Nanne Bos, Head Global Brand Management, ING Group,
and INBREC Advisory Board Member*
- 14.45 – 15.45 How to attract and maintain your senior management’s attention and
commitment on branding and reputation – challenges and key take-aways
All, sharing their experiences with the group, discussion moderated by
M. Renner/M. Casanova, Co-Chairmen INBREC
- 15.45 – 16.15 Wrap-up, feedback and preview on next meetings
- 16.15 Farewell cocktail / end of INBREC Summit