



The 2011

# Corporate Image and Branding Conference

## Building and Maintaining Superior Results

January 27-28, 2011 Westin New York at Times Square

Pre-Conference Seminar: Using Social Media to Influence Brands

January 26, 2011 The Conference Board Conference Center



- Integrate social media into your brand strategy
- Embrace creativity and technology to revive your brand
- Use data, metrics, and analytics to drive your branding decisions

## Benefits of attending

- Capitalize on your corporate image and reputation
- Build brand leadership through internal communication
- Gain new insights into social media and the Internet on brand management
- Learn new ways to leverage your brand promise
- Achieve brand differentiation in a cluttered marketplace

## Who should attend

If you manage your corporate image and brands in your organization, this conference was designed for you. We will cover all the important elements of successful brand creation, implementation, and measurement both on-line and off-line. Moreover, our pre-conference seminar covers the latest trends and solutions when using social media to build your brand.

## Previous participants of The Corporate Image and Branding Conference

3M Company	IBM Corporation
Abbott Laboratories	JetBlue Airways Corporation
ADP	Johnson Controls, Inc.
Advanced Micro Devices, Inc.	JPMorgan Chase & Co.
American Automobile Association	Maker's Mark Bourbon
American Express	Mayo Clinic
AT&T	McDonald's Corporation
AXA Financial, Inc.	National Football League
B/E Aerospace, Inc.	Nationwide
Bloomberg L.P.	New Balance Athletic Shoes
Catalyst, Inc.	PETCO
Chubb Group of Insurance Companies	Pfizer Inc.
Cisco Systems	Prudential Retirement
Columbia Business School	SAP AG
ConocoPhillips	Southwest Airlines
Consolidated Edison Company of New York	The Coca Cola Company
Deere & Company	Time Inc.
DuPont Company	Toyota Motor Sales, U.S.A., Inc.
Edelman Public Relations	Virgin Management USA, Inc.
EmblemHealth	WD 40 Company
Gagen MacDonald	Western Union

## Pre-Conference Seminar, Wednesday, January 26, 2011

HOSTED AT: THE CONFERENCE BOARD CONFERENCE CENTER

### Using Social Media to Influence Brands

In the world of social media, customer experience happens outside the reach, control and sometimes even the awareness of business. To help shape your brand's reputation and perception you need to engage people in a meaningful way. Your conversation needs to be open and honest using all social media platforms. This is a huge opportunity for an organization to influence the brand's promise with your collective wisdom. During this full-day seminar, you will gain new insights and knowledge on how to transform being a one-way, information tool to a two-way collaboration mechanism.

REGISTRATION AND CONTINENTAL BREAKFAST 8:30-9 AM

A 9 AM-12 NOON

### Using Social Media to Manage Your Brand's Reputation

Erich Joachimsthaler, Ph.D., Founder and Chief Executive Officer, **Vivaldi Partners**

### Developing your Social Media Strategy

Paul Dunay, Global Managing Director of Services & Social Media Marketing, **Avaya**

### Engaging Customers Using Social Media

### Cultivating your Organization's Brand

Mona Astra Liss, U.S. Corporate Public Relations Director, **IKEA**

NETWORKING LUNCHEON NOON-1 PM

B 1-4 PM

### Leveraging Social Influence Across Various Platforms

Andrew Cutler, Manager, Executive & Internal Communications, **BMW**

### Delivering a Unique Brand Experience

Francois Gossieaux, President, **Human 1.0**

### Building your Brand in the Social Media World

Ben Golden, Social Media Analyst, **Yum! Brands, Inc.**

Call Customer Service at 212 339 0345

# Thursday, January 27, 2011

REGISTRATION AND CONTINENTAL BREAKFAST 8–8:45 AM

WELCOME AND OPENING REMARKS 8:45–9 AM

Lee Hornick, Program Director, **The Conference Board**

A 9–10 AM

## **Survival of the Fittest: Dealing with the New Corporate Image Realities**

Effective brand management goes well beyond the basic marketing tools. It requires an integrated approach to ensure consistency of your corporate message and identity throughout all aspects of your business. During this session, you will hear about the merger of United Airlines and Continental Airlines to create one of the world's largest branded airline.

Thomas F. O'Toole, Chief Operating Officer, Mileage Plus Holdings  
**United Airlines Corporation**

NETWORKING REFRESHMENT BREAK 10–10:30 AM

CONCURRENT SESSION B1 10:30 AM–NOON

## **Corporate Branding: Engaging Stakeholders in New and Different Ways**

SESSION SPONSOR **BRAND**  **LOGIC**

A corporate brand is a company's most valuable asset. It engages an organization's full range of stakeholders in a relationship that drives growth. But a corporate brand can also be difficult to manage. The challenge is to manage the brand to its fullest potential. During this session, you will learn how to create and protect a strong corporate brand.

Hampton Bridwell, President and Chief Executive Officer, **BrandLogic**  
Dr. Robert Eccles, Professor of Management Practice, **Harvard Business School**  
Lee Green, Vice President, IBM Brand Experience and Strategic Design  
**IBM Corporation**

CONCURRENT SESSION B2 10:30 AM–NOON

## **Integrating Social Media into Your Brand: Capitalizing on Motivations, Perceptions and Preferences through Blogging and Social Networks**

Today's customer is tweeting, texting, emailing, communicating with friends via Facebook, and commenting, often in real-time. The challenges and opportunities of branding in a social media world are enormous. The future of social media is about deeper integration into the overall brand experience. During this session, you will learn new ways to integrate social media into your brand.

Kathy O'Reilly, Director Social Media Relations, **Monster.com**  
Shari Stein, Vice President, Corporate Marketing and Brand Management  
**Standard & Poor's Financial Services**  
Chuck Hansen, Vice President, Media Strategy, **Macy's**

NETWORKING LUNCHEON 12:15–1:15 PM

C 1:15-2 PM

## Achieving Your Brand's Full Potential

Today, companies feel they must improve their corporate image to gain brand trust and loyalty. To sustain growth in a highly competitive marketplace your organization must invest wisely, integrate technology into your brand strategy, and live the brand promise with all your stakeholders. During this session, a senior marketing executive reveals how to achieve your brand's full potential.

Janet Venturino, Vice President, Marketing Communications, **Kaiser Permanente**  
Debbie Cantu, Vice President, Brand Marketing, **Kaiser Permanente**

CONCURRENT SESSION D1 2-3:30 PM

## Internal Branding: Working with Employees to Improve the Brand Experience

To succeed with your internal branding effort emotions, feelings, and personal beliefs are openly communicated throughout the organization. During this session, senior branding and communication executives reveal how to give new meaning to your brands with employee involvement. Topics to be covered include:

- Transforming your corporate culture to reflect a dynamic workplace
- Harvesting the rewards of internal branding
- Gaining support for new initiatives

Dale Bohnert, Manager, Brand Identity, **3M**  
Frans Mahieu, Global Director, Marketing and Communications  
**Kimberly-Clark Healthcare**

CONCURRENT SESSION D2 2-3:30 PM

## Brand Strength and Influence: Succeeding in the Era of Intense Competition

As markets continue to mature and competition within industries grows fiercer, companies will not succeed purely on the basis of what products or services they offer. During this session learn how to gain brand strength and influence all their stakeholders.

David Wozniak, Assistant Vice President of Brand and Advertising  
**Lincoln Financial Group**  
James Cerruti, Executive Vice President, **Brand Logic**  
Susan Adler, Vice President, Corporate Planning & Communications  
**Sunovion Pharmaceuticals, Inc.**

NETWORKING REFRESHMENT BREAK 3:30-3:45 PM

SPONSORED BY **RIECHES***baird*

CONCURRENT SESSION E1 3:45-5:15 PM

## Brand Equity Management: Growing the Value of your Brands

The most important assets of any business are intangible: its company name, brands, symbols and slogans, and their underlying associations, perceived quality, name awareness, customer base, and proprietary resources such as patents, trademarks, and channel relationships. During this session, you will hear from leading business executives on how to grow the value of your brands.

Larry Friedman, Chief Research Officer, **TNS**  
Melinda Smith de Borrero, Executive Vice President, TNS Brand & Communications **TNS**

## Conference KeyNotes

Registration includes this summary of conference highlights  
and a post-conference interactive webcast



CONCURRENT SESSION E2 3:45–5:15 PM

### **Brand Revival: Embracing Creativity and Technology to Revive your Brand**

Understanding the important ingredients of a brand's promise is the first step toward brand revival. You must create an emotional connection and have a 360 degree approach to succeed. During this session, senior branding executives discuss how to:

- Develop a strategy that rebuilds the brand
- Create a distinctive brand personality
- Make an emotional connection with the brand

Ray Baird, Founder, **RiechesBaird**

V. Grant Johnson, Chief Marketing Officer, **Pegasystems**

Deborah Van Valkenburg, Director, Marketing, **PNC Bank**

COCKTAIL RECEPTION 5:15–6:15 PM

## **Friday, January 28, 2011**

CONTINENTAL BREAKFAST 8–8:30 AM

F 8:30–10 AM

### **Opportunities, Strategies and Trends in Building a Great Corporate Image**

To gain real competitive advantage, the focus of branding must be on delivering the brand promise. During this session, leading marketing, branding, and communication executives discuss the latest trends and issues related to corporate image management, branding, communication, and technology. Topics to be discussed include:

- Organizing, implementing, and controlling your corporate image
- Connecting the brand's aspirations to consumers
- Generating and managing your intellectual assets
- Working with employees to increase brand value

#### **Moderator**

Lee Hornick, Program Director, **The Conference Board**

#### **Panelists**

Peter Firestein, President, **Global Strategic Communications, Inc.**

Sher Taton, Digital Marketing Manager, **CIGNA HealthCare**

Terry Rakosky, Vice President, Brand Marketing, **Stanley Black & Decker**

Deborah Wall, Customer Insights Leader, **GE Capital Americas**

NETWORKING REFRESHMENT BREAK 10–10:15 AM

## **Presentations**

Available online in advance of the conference

G 10:15–11:30 AM

### **Driving Branding Decisions: Using Data, Metrics and Analytics**

In order for a company to calculate the value of its brand and justify investing in that brand's development you need to evaluate its brand's performance using a set of measures and metrics. During this session, you will hear how a top organization uses various forms of data, metrics and analytics to grow the brand.

John Derbick, Assistant Vice President, Global Brand and Marketing, **MetLife**

H 11:30 AM–12:30 PM

### **Reality Branding in a Changing World**

To effectively brand in today's marketplace you must create a unique brand personality that communicates both on-line and off-line. Reality branding is about touching people on a visceral level. This helps build a connection between perception, experience and reality. During this session, you will gain insights into shaping your brands during changing times.

Emilio Pardo, Executive Vice President, Chief Brand Officer, **AARP**

James Wiseman, Chief Communications Officer, Group Vice President, Corporate Communications, **Toyota Motor North America**

CONFERENCE ADJOURNMENT 12:30 PM

## Registration Information

**Online** [www.conferenceboard.org/corporateimage2](http://www.conferenceboard.org/corporateimage2)

**Email** [customer.service@conference-board.org](mailto:customer.service@conference-board.org)

**Phone** 212 339 0345 8:30 am to 5:30 pm ET Monday through Friday

## The 2011 Corporate Image and Branding Conference

Building and Maintaining Superior Results

Pre-Conference Seminar: Using Social Media to Influence Brands  
Conference (989011-2)

Dates: January 27-28, 2011 / Location: Westin New York at Times Square

Associates \$2,195 Non-Associates \$2,495

**Pre-Conference Seminar (B72011-2)**

Date: January 26, 2011 / Location: The Conference Board Conference Center

Associates \$995 Non-Associates \$1,095

Registration fees payable in advance in U.S. dollars

---

### Hotel Accommodations

Fees do not include hotel accommodations. For discounted reservations, contact the hotel directly no later than the cut-off date and mention **The Conference Board Corporate Image and Branding Conference**.

### Conference

Westin New York at Times Square  
270 West 43rd Street  
New York, NY 10036  
Tel 212 201 2700

Hotel reservations cut-off date:  
January 5, 2011

### Pre-Conference Seminar

The Conference Board Conference Center  
845 Third Avenue  
New York, NY 10022  
Tel 212 330 0345

### Cancellation Policy

Full refund until three weeks before the meeting. \$500 administration fee up to two weeks before the meeting. No refund after two weeks before the meeting. Confirmed registrants who fail to attend and do not cancel prior to the meeting will be charged the entire registration fee.

### Team Discounts per person

For a team of three or more registering from the same company at the same time, take \$300 off each person's registration.

One discount per registration. Multiple discounts may not be combined.



**Recycled**  
Supporting responsible use  
of forest resources  
[www.fsc.org](http://www.fsc.org) Cert no. SCS-COC-00886  
©1996 Forest Stewardship Council



Printed and bound by Sheridan Printing Co., Inc., Alpha, New Jersey, an FSC-certified printer. This brochure is printed on Mohawk Via paper, which is 100% post-consumer waste fiber, manufactured with wind power, and is process chlorine free. No films or film-processing chemicals were used in the printing of this brochure.

The Conference Board® and the torch logo are registered trademarks of The Conference Board, Inc. Program subject to change. November 2010





**THE CONFERENCE BOARD**  
Trusted Insights for Business Worldwide

**The Conference Board**  
845 Third Avenue, New York, NY 10022-6600

**The 2011**  
**Corporate Image and Branding Conference**  
Building and Maintaining Superior Results



January 27-28, 2011  
Westin New York at Times Square  
Pre-Conference Workshop: Using Social  
Media to Influence Brands  
January 26, 2011  
The Conference Board Conference Center

Promotion Code