



The 2014

Corporate Brand and Reputation Conference

Facing the Digital Reality: Recasting Brand Leadership

May 21 - 22, 2014
Sheraton Suites Near the Galleria
Houston, Texas



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You know the cliché: You're only as good as your name. Turns out, that's only partly true. The reality is, you're only as good as the people who manage your name. In other words, your company's name is only as good as you are. By attending this highly interactive conference, you will be able to boost your skills and, ultimately, your brand. Leaders of the world's most valued brands—including FedEx, IBM, 3M, Shell, Hewlett-Packard and McDonald's as well as executives from FleishmanHillard and RiechesBaird|Branding Business – will help you gain new insights, exchange ideas, and solve problems specific to your company.

You'll discover effective, and, most importantly, practical strategies to propel your organization into the future. Let's face it, as business landscapes continue changing more rapidly than ever, it's going to take new ways to address an old cliché. By attending this conference, you'll:

- Learn from top executive how they've handled their biggest challenges and opportunities
- Influence fellow colleagues—and extend your professional network—by sharing your own experiences and advice
- Discover what trends are shaping the field of brand management
- Build new skills for guiding your team and your brand through good times and bad
- Improve your ability to anticipate and meet your C-suite's expectations
- Enhance techniques to engage all employees to become brand ambassadors
- Tackle real-life cases in “peer-assist” sessions that tap into the best ways to solve problems

Plus, what's a conference in Houston without an out-of-this-world experience at NASA's Johnson Space Center? On May 20 (the day before the conference starts), you'll have the option to participate in a brand-leadership immersion experience at the Center. (Brand-building lessons from the Apollo program are reinforced during the conference, as well.)

Who Should Attend

Chief brand officers and their teams; chief marketing officers; marketing professionals; leaders of marketing research, public relations, communications, and digital strategy; and others with brand-management responsibilities, including HR and legal executives.

Partial List of Speakers

Navigating the Digital Landscape:

How Brand Leaders Are Finding New Paths to Growth

Maddie Hamill, entrepreneur and former senior strategy executive for **The Coca-Cola Company**

The C Suite's Emerging Expectations for Global Brands

Henry Maier, President/CEO, **FedEx Ground**

Kelly Hampton, Global Sr. Director, Brand Strategy, **HP**

Glenn Weckerlin, Director, Programs and Partner Marketing, **Chevron**

Strategies for Building the IBM Brand Today:

The Foundation for Successful Business and Employee Actions

Ben Edwards, Vice President, Global Communications & Digital Marketing, **IBM**

Ventures into the Unknown:

What the Orbital Perspective Teaches Us About Brand Leadership

Ron J. Garan, Jr, NASA Astronaut (retired) and CEO, **Impact Collaborative Connections**

Social Apps and the Cloud: 3M's Path to Digital Innovation

Raj Rao, Vice President, Global eTransformation, **3M**

Emerging Technologies: A Glimpse of The Probable

Scott Aughenbaugh, fellow, **Center for Strategic and International Studies (CSIS)**

Peer-Assist Panel: Solutions to Your Biggest Challenges

John Dodds, Global Brand and Marketing Communications Director

Air Products

Matt Biespiel, Senior Director of Global Brand Development, **McDonald's**

Kelly Hampton, Global Senior Director, Brand Strategy, **Hewlett-Packard**

Bob O'Keefe, Managing Director, **AAA Brand and Membership**

The "Higher Purpose" Campaign:

How John Deere is reaching multiple stakeholders

Bill Becker, Director, Brand Center of Excellence, **John Deere**

Brand Usage: NASA's Decision-Making Process

Mike Kincaid, Director, External Relations Office, **NASA Space Center**

AAA's Roadtrip to Brand Metrics

Bob O'Keefe, Managing Director, **AAA Brand and Membership**

Leading in Times of Crisis: Shell's Story

Tricia Singer, Global Brand and Media Partnership Manager, **Shell Oil Company**

Corporate Reputation in the Digital Age: How to Manage Increased Risk

Reymundo Ocañas, EVP, Director, Corporate Responsibility & Reputation, **BBVA Compass**

Wednesday, May 21, 2014

REGISTRATION AND NETWORKING BREAKFAST 8:00 – 8:45 AM

WELCOME AND INTRODUCTIONS 8:45 – 9:00 AM

Anne Greer and Rita Shor, Conference Co-Directors, **The Conference Board**
John Dodds, Global Brand and Marketing Communications Director, **Air Products**
Bob O'Keefe, Managing Director, **AAA Brand and Membership**

A 9:00 – 9:45 AM

Navigating the Digital Landscape: How Brand Leaders Are Finding New Paths to Growth

The world is shifting to mobile, the cloud is leveling the playing field and 3D printing, automation and robotics will change the brand experience forever. This tsunami of choices and unknowns is almost paralyzing. The stakes are high, as brand is often a company's most valuable asset. And, "business as usual" is not an option, with traditional methods fading fast. Fortunately, there are strategies to reduce the complexity and uncertainty of the digital world—ideas that enable teams to lead their brands with renewed confidence and success. This session, which includes a concise snapshot of today's digital environment, will feature a master strategist and former Coca-Cola executive, who will share successful approaches she has observed, drawing on numerous examples from actual companies.

Maddie Hamill, entrepreneur and former senior strategy executive for
The Coca-Cola Company

Desiree van Welsum, Economist and Program Lead, **The Conference Board** will provide the introductory overview: *The Changing Digital Landscape*

B 9:45 – 10:30 AM

Strategies for Building the IBM Brand Today: The Foundation for Successful Business and Employee Actions

For most companies, employees are a leading factor in determining the reputation of your brand. However, before creating employee empowerment approaches, the larger question of how to build the brand externally must be effectively addressed. IBM will first provide a glimpse into their brand-building transformations required by a rapidly changing world. This view then informs how IBM answers the narrower question of equipping employees as brand builders who are innovative, customer focused and aligned with the brand's values and personality. Hear those employee-as-brand builder stories and be ready to ask questions!

Ben Edwards, Vice President, Global Communications & Digital Marketing, **IBM**

10:30 – 10:45 AM NETWORKING REFRESHMENT BREAK

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C 10:45 – 11:30 AM

Where Brand and Reputation Collide

“Brand”—what you say about yourself—has been the traditional domain of marketers. On the other hand, “Reputation”—what others say about you—has been the territory of communicators. But today’s business environment demands a new approach. Only when the two are aligned—intimately connected—can an organization achieve real authentic engagement in a way that achieves business success. This discussion explores what drives the “Authenticity Gaps” between audiences’ expectations and experiences across various industries around the globe. Reports with industry specific data will be available to attendees.

Marjorie Benzkofer, Senior Partner at **FleishmanHillard**

Terri Larson, APR, Director, U.S. Corporate & Business Communications, **Enbridge**

Richard Mullinax, Exec. Vice President, Sr. Partner & Global Lead - Energy, **FleishmanHillard**

D 11:30 – 11:35 AM 5 MINUTES OF INSPIRATION

5 MINUTES OF INSPIRATION – The Sound of Success

Joel Beckerman, Founder and Lead Composer, **Man Made Music**

Throughout the conference, we will feature speakers with brief messages that inspire and challenge.

E 11:35 AM – 12: 15 PM

Social Apps and the Cloud: 3M’s Path to Digital Innovation

For decades, 3M has been synonymous with innovation, revolutionizing the world with products that we didn’t know we needed and now can’t live without. But maintaining that image has been tough as the company has struggled to apply new digital technologies to better connect with customers—and take its innovation game beyond products alone. While some efforts succeeded, others fell behind. Undoubtedly, your organization also faces many of these same problems—by hearing about 3M’s remarkable transformational journey to boost its status as a world-class innovator, you’ll place yourself on a better road to innovation.

Raj Rao, Vice President, Global eTransformation, **3M**

NETWORKING LUNCHEON AND APPLYING INSIGHTS 12:15 – 1:15 PM

Seat yourself at the table with the topic that intrigues you most.

F 1:15 – 2:05 PM

Peer-Assist Panel: Solutions to Your Biggest Challenges

If you have a problem, chances are you're not alone. Many of your colleagues likely struggle with—and overcome—challenges that you face at your organization. For the first time, members of The Conference Board's Corporate Brand Council—and others involved in building major brands—will offer their expert advice to answer your questions. Before the conference, you'll have an opportunity to submit a query (anonymously, if you wish). During the session, panelists will share a diverse range of opinions and insights that they've gained from their own experience. You'll get practical and actionable advice from your peers. No consultant-speak here.

John Dodds, Global Brand and Marketing Communications Director, **Air Products**

Matt Biespiel, Senior Director of Global Brand Development, **McDonald's**

Kelly Hampton, Global Senior Director, Brand Strategy, **Hewlett-Packard**

Bob O'Keefe, Managing Director, **AAA Brand and Membership**

Ryan Rieches, Founding Partner, **BrandingBusiness** (adjunct panelist)

Facilitated by Ray Baird, Founding Partner, **BrandingBusiness**

G 2:05 – 2:50 PM

The C-Suite's Emerging Expectations for Global Brands

The C-suite is challenging brand teams to make an even bigger, more demonstrable contribution to the company's most important global goals. This session will delve into brand strategies and actions that are proving most successful in driving new levels of growth, profitability and capability—performance that gains credibility with senior executives. You'll learn how:

- FedEx connects brand and reputation for more impact
- Chevron strengthens its brand/reputation strategies through alignment with community initiatives
- HP's centralized marketing and communications function not only controls costs, but also drives greater brand consistency and focus.

Henry Maier, President/CEO, **FedEx Ground**

Kelly Hampton, Global Sr. Director, Brand Strategy, **HP**

Glenn Weckerlin, Director, Programs and Partner Marketing, **Chevron**

NETWORKING REFRESHMENT BREAK 2:50 – 3:05 PM

Conference KeyNotes

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

H 3:05 - 3:10 PM

5 MINUTES OF INSPIRATION—Little BIGS

Lisa Bodell, Founder and CEO, **futurethink**

I 3:10 - 3:25 PM

The “Higher Purpose” Campaign: How John Deere is Reaching Multiple Stakeholders

John Deere, the world’s largest agricultural machinery company, is already well-known throughout North America and western Europe. The company’s newest seeds of growth, however, lie in China, Brazil, India, Africa and Russia. But, a lack of brand familiarity hindered the firm’s ability to attract top distributors, customers, and future talent. In response, it launched a multi-country communications initiative using the purpose-driven theme of “solutions for world hunger” and built its brand with existing and new audiences. Find out how you can similarly inspire your people to sprout growth in new markets.

Bill Becker, Director, Brand Center of Excellence, **John Deere**

J 3:25 - 3:40 PM

Leading in Times of Crisis: Shell’s Story

Shell Oil Company was ready to launch a major campaign to reinforce its well-regarded reputation—until disaster struck on April 20, 2010. The BP oil spill in the Gulf of Mexico released an overflow of criticism not just of BP but the entire oil-and-gas industry. It just goes to show how another company’s crisis can easily become your own, which is why Shell’s story is so impactful. Learn why the energy conglomerate, which regards its reputation as an essential ingredient to financial performance, ultimately decided to go ahead with its campaign and how the company took other measures to solidify its reputation with the public, employees, and owners and operators of 25,000 service stations worldwide.

Tricia Singer, Global Brand and Media Partnership Manager, **Shell Oil Company**

K 3:40 - 4:00 PM

Peer Assist Exercise

Using the approach modeled by the expert panel at the beginning of the afternoon, a volunteer at each table will present a challenge or opportunity they are facing on the job and will invite others to give their ideas and feedback in a round-robin style.

Presentations

Available online in advance of the conference

L 4:00 - 4:50 PM

The Reputation Imperative – Managing for Competitive Advantage

As part of its fifth annual Reputation Leaders Survey, Reputation Institute is speaking with more than 300 senior executives to gain an in-depth understanding on the challenges and opportunities of bringing reputation-based decision-making to an increasingly competitive (and commoditized) global marketplace.

To make the results particularly relevant, information from the global study – which includes many the world’s largest and most influential organizations – will be presented alongside the results of a survey of our conference participants. This will provide new perspective on which challenges you have (and don’t have) in common with the global group and provide new insight on telling a differentiated story, setting KPIs, rewarding executives, structuring teams, and sustainably operating across functions.

Anthony Johndrow, Managing Partner, Reputation Institute

M 4:50 - 5:35 PM

Brand Usage: NASA’s Decision-Making Process

Partnering can be a powerful strategy. It can also be powerfully destructive to a brand. Given that most major brands have extensive partnerships—with brand licensing alone accounting for worldwide retail sales of more than \$150 billion— you are always running the risk of making decisions that can ruin your reputation. Government agencies like NASA face similar decisions. Although they don’t sign licensing agreements, they do select partners. Making the wrong decision could threaten NASA’s standing with stakeholders like the Congress and general public— and, the very future of NASA depends on the public’s perception. In this session, you’ll “join” NASA via a fun and informative exercise that allows you to review actual proposals at NASA and compare your decisions with the Agency decisions.

Mike Kincaid, Director, External Relations Office, NASA Space Center

NETWORKING COCKTAILS RECEPTION 5:30–6:30 PM

Move to the reception area for beverages, appetizers, and opportunities to trade ideas with fellow attendees.

Call Customer Service at 212 339 0345

Thursday, May 22, 2014

TABLE DISCUSSIONS AND NETWORKING BREAKFAST 8:00 – 8:40 AM

WELCOME BACK 8:40 – 8:45 AM

N 8:45 – 9:15 AM

AAA's Roadtrip to Brand Metrics

The road from investing in brand reputation to producing explicit business outcomes is littered with conventional brand metrics that serve as obstacles to yielding valuable information. It's no wonder that C-suites and boards often doubt quantifiable impacts of strategic brand management. In this session, you will hear how AAA has been working for the past year to develop a better approach to gauging brand value, as well as how the company has incorporated such measurements into its overall marketing strategy.

Bob O'Keefe, Managing Director, AAA Brand and Membership

O 9:15 – 10:00 AM

Emerging Technologies: A Glimpse of The Probable

Technology already has had a major impact on brands—from the way brands interact with customers to the way marketing researchers collect brand information. In the future, technologies will likely have an impact that is almost beyond comprehension, with amazing capabilities as well as dangers. And, to quote the novelist William Gibson, "The future is already here— it's just not very evenly distributed". Hear what a technology trend expert is learning about emerging technologies such as wearables, artificial intelligence, 3D printing and drones and how they will force societies as well as brands to confront issues of culture, ethics, privacy, discrimination, and even basic human interaction.

Scott Aughenbaugh, Fellow, Center for Strategic and International Studies (CSIS)

NETWORKING REFRESHMENT BREAK 10:00 – 10:15 AM

P 10:15 – 10:20 AM 5 MINUTES OF INSPIRATION

5 MINUTES OF INSPIRATION— Who is NRG?

Creating A National Consumer Brand for the Nation's Largest Competitive Power Generation Company

Sicily Dickenson, Senior Vice President and Chief Marketing Officer, NRG

Q 10:20 – 11:00 AM

Corporate Reputation in the Digital Age: How to Manage Increased Risk

While today's digital ecosystem brings amazing new opportunities to build relationships with customers and other key stakeholders, it also brings new risks to brands. A corporate reputation that took decades to build can be destroyed in a matter of hours or days, as information- and disinformation-can spread quickly, widely and "permanently". While managing reputation risk is essential to all brands, it is absolutely critical for industries such as health care, high-stakes security and banking, where trust is a large component of brand strength. In this session, an EVP from one of the U.S.'s 25 largest banks, will discuss what his team is doing to identify risks as early as possible, how he assesses and addresses those risks, and how to best measure reputation and brand impacts.

Reymundo Ocañas, EVP, Director, Corporate Responsibility & Reputation, **BBVA Compass**

R 11:00 – 11:40 AM

Brand Leadership for the Future: The 21st Century Leader Mind Set and Skill Set

Using data from recent research on the DNA of Leaders: Leadership Development Secrets, launch into an interactive dialog on how to apply insights gained from this conference with an eye to what competencies and skills are top of mind to make them happen crucial to achieving growth and innovation goals. Hear what's important generally for the 21st Century leader and specifically discuss the requirements for the Chief Brand Officers and their teams. Identify together which general characteristics will be less important and more important to the brand leader—and whether there are any other characteristics that should be on the list.

Steve Bartomioli, Engagement Director, Human Capital Practice
The Conference Board, Former Global Director, Leadership Development Programs, **IBM**

S 11:40 AM – 12:25 PM

Ventures into the Unknown: What the Orbital Perspective Teaches Us About Brand Leadership

Most strong brands have a compelling vision, offer a differentiated experience and have employees who "live the brand". But, how many brands—even strong brands—have the resiliency and creativity to navigate totally uncharted areas—or to overcome unthinkable setbacks? NASA is one of those few brands that has both been tested—repeatedly—and become stronger in the process. Our speaker is both deeply familiar with the NASA culture and the challenges of business people in today's world. He will share some of the "inner workings" of the NASA culture as well as share his personal perspective on how purpose-driven brands must bring new energy, ideas and contributions to the world.

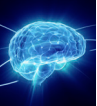
Ron J. Garan, Jr, NASA Astronaut (retired) and CEO, **Impact Collaborative Connections**

12:25 – 12:35 PM

Wrap-Up and Evaluation

Conference KeyNotes

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



Registration Information

Online www.conferenceboard.org/Brand2

Email customer.service@conferenceboard.org

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

The 2014 Corporate Brand and Reputation Conference

Facing the Digital Reality: Recasting Brand Leadership

Sheraton Suites Houston Near The Galleria, Houston, TX

Conference (989014-2)

May 21 - 22, 2014

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

Pre-Conference Seminar (972014-2)

May 20, 2014

Associates **\$1,295** Non-Associates **\$1,495**

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 Brand and Reputation Conference**.

2400 West Loop South
Houston, TX 77027-4204
Tel 713 586 2444

Official Website:
www.sheratonsuiteshouston.com

Hotel reservations cut-off date:
Monday, April 28, 2014

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.



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