



FINAL
PROGRAM

The 2007

Corporate Brand Management Workshops:

Gaining the Competitive Advantage
through Branding

October 18 - 19, 2007

Westin Chicago River North, Chicago, IL

In a world of increasing globalization, commoditization, and technology, the only differentiation is often the corporate brand and your brand promise. Ultimately, we buy from brands we trust and connect with emotionally. Join us for these two informative brand building workshops that will give you great ideas and insights for achieving excellent results.

Strategic Corporate Brand Planning: New Opportunities for Brand Growth and Renewal

October 18, 2007

- Define a promise that really differentiates you in the marketplace
- Develop a brand strategy that is effective and consistent
- Formulate a brand promise that you can realistically deliver
- Attract and retain customers with your branding efforts

Internal Brand Planning: Achieving Brand Success with Employee Engagement

October 19, 2007

- Maximize brand performance through employees
- Engage employees to deliver the brand promise
- Achieve internal branding success
- Influence your corporate culture through branding

Trusted Insights for Business Worldwide

About The Conference Board

The Conference Board is the world's leading business membership organization, with a global network of close to 2,000 enterprises in nearly 60 countries.

The Conference Board creates and disseminates knowledge about management and the marketplace to help businesses strengthen their performance and better serve society.

Working as a global, independent membership organization in the public interest, we conduct research, convene conferences, make forecasts, assess trends, publish information and analysis, and bring executives together to learn from one another.

The Conference Board is a not-for-profit organization and holds 501(c)(3) tax-exempt status in the United States

How Our Meetings Are Different

The Conference Board provides executives from around the world with opportunities to share practical business experience. This focus on actual business experience, rather than theory, primarily from senior executives from major organizations, along with a superior level of networking with peers are the distinguishing features of Conference Board meetings.

The Conference Board's meetings are rated as one of America's leading speaking platforms for top management. More than 150 CEOs address the Board's 12,000 meeting participants each year.

The Conference Board
845 Third Avenue
New York, NY 10022-6600
Tel: 212 759 0900
Fax: 212 980 7014
www.conference-board.org

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Dear Colleague:

Every great company has created clarity around its corporate brand, products and services. Organizations convey their purpose in their interactions with customers, in their marketing, and in their search for the best employees. They don't use a bunch of bland, flavorless corporate-speak that doesn't convey any emotion.

Due to global competition, product innovations, service enhancements, and technology, branding is the most powerful form of marketing an organization can use. To create and maintain a brand, it's very important to identify your niche and build a strategy around it.

At The Conference Board's 2007 Corporate Brand Management Workshops, you will experience case-study presentations, new ideas and developments in corporate brand management, and the best way to work with employees to build the brand. Targeted workshops each day give you the chance to formulate actionable ideas for your own company.

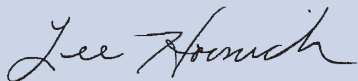
During these workshops you will learn new ways to:

- Align your brands to your strategic business goals and the needs of your market
- Communicate the relevance and meaning of your brand inside your organization through programs which actively involve employees and build commitment
- Identify attitudes and behaviors that need to change to support and live the brand from within your business
- Identify solutions to those challenges currently constraining employees from living your brand
- Harness the power of the latest technologies to build your brand

If you are responsible for marketing, brand management, and communication, these workshops will give you new ideas and help assist you in your branding and communication efforts. Please look through the agenda and sign up today. You can register by calling our customer service department at (212) 390-0345.

I look forward to seeing you October 18-19.

Sincerely,

A handwritten signature in black ink, reading "Lee Hornick". The signature is fluid and cursive, with the first name "Lee" and last name "Hornick" clearly distinguishable.

Lee Hornick

Conference Program Director

The Conference Board

Lee.Hornick@conference-board.org

*The Conference Board's Corporate Image Workshops are recommended by the
International Association of Business Communicators (IABC) and the
Public Relations Society of America (PRSA)*

Strategic Corporate Brand Planning: Aligning Business and Brand Strategy for Growth

Thursday, October 18, 2007

Branding is the most powerful form of marketing an organization can use. To create and maintain a brand, it's very important to identify your niche and build a strategy around it. In this fragmented world, brand marketers are struggling to look for ways to create and sustain meaningful brands.

Brands that connect with their target consumers must be more organic in nature. They must align more closely with their core consumer and be developed and nurtured by those consumers as well as by the companies that market them. Consumers have an unprecedented ability to broadcast their brand experiences using the Internet and other forms of social media today. Companies that harness that ability and use it to create organic brands will win in the marketplace.

Join us at this workshop and learn from senior marketing, brand, and communication executives on how to align business and brand strategy for growth. Interactive discussion groups will enable you to develop branding strategies with your peers. During this workshop, you will find out how to:

- Deliver your corporate brand message effectively
- Develop a brand strategy that is effective and consistent
- Sell the brand to your stakeholders
- Connect emotionally to the customer
- Grow brand awareness
- Revitalize your brand
- Extend the brand into new markets

Who should attend

If you're involved in marketing, brand, or image management, plan to attend and participate at this workshop. You will learn fresh ideas from top marketing, brand, and communication executives. We believe you'll find this program informative, stimulating, and useful.

To register today, call Customer Service at

212 339 0345

October 18 - 19, 2007

Strategic Corporate Brand Planning: Aligning Business and Brand Strategy for Growth

October 18, 2007

Registration and Continental Breakfast: 8 - 9 am

General Session A: 9 am - 12 noon*

Sponsored by: **insidedge**

Delivering Your Corporate Brand Message Effectively

When you get your brand message and delivery right, everyone gets so much more out of your business. Your customers benefit; your shareholders benefit; your staff benefits; and you benefit, from delivering your work with an extra depth and integrity that many people rarely experience. During this session, you discover the latest trends and techniques to deliver your corporate brand message effectively.

Keith Burton

President

Insidedge

Developing a Brand Strategy that is Effective and Consistent

Your company's reputation plays a critical role in branding, because consumers make decisions based on what they have known and what they have come to expect. Time adds credibility, presence, track record, reliability and the powerful and cumulative effect of collective memory. Nowhere is that dynamic more powerful than with longstanding brands. During this session, you will discover new ways to develop a brand strategy that is effective and consistent over time.

Phillip Morton

Director, Marketing Communications

Alcoa, Inc.

Register Online

www.conference-board.org/corporatebrand.htm

Selling the Brand to Your Stakeholders

Companies often assume that if their sales are good, then their branding must be effective. But they pay alarmingly little attention to what it is that actually sustains their brand and reputation. This leaves them vulnerable to a dangerous backlash if a rift develops between their values and those of their stakeholders: customers, employees, shareholders, and community members. During this session, you will learn the important elements of selling the brand to your stakeholders.

Emotionally Connecting to the Customer

Successful branding is about making emotional connections. Ultimately, customers select products and services based not only on the business at hand but also on their emotional needs. Great salespeople are masters at tuning in to their buyers' life issues and helping them focus upon several key elements. During this session, you will discover new ways to emotionally connect to the customer.

Mark Gibson

Assistant Vice President, Advertising
State Farm Insurance

**Includes a networking refreshment break.*

Networking Luncheon: 12:15 - 1:15 pm

General Session B: 1:30 - 3 pm

Solutions to Improved Branding (Interactive Group Session)

The truth of the matter is your customers decide what your brand really is. You can run ads all day about what a great company you have, but if the customers don't experience that and don't believe it, your brand is not winning in the marketplace. Here is your opportunity to develop and implement your branding strategy with your peers. This session is one of the highlights of the workshop. Attendees have really enjoyed and benefitted from this experience of group problem solving.

Networking Refreshment Break: 3 - 3:15 pm

To register today, call Customer Service at

212 339 0345

October 18 - 19, 2007

General Session C: 3:15 - 5 pm

Sponsored by: FutureBrand



Growing Brand Awareness

Brand strategists face many competitive challenges in today's dramatically different business environment. To succeed in the global economy you need to position the organization and your brands in the minds of your stakeholders to achieve long-term success. During this session, you will discover new ways to grow brand awareness.

Stephen Beck

President, North America
Chief Brand Strategy Officer Worldwide
FutureBrand

Revitalizing Your Brand

Brands don't get built overnight. It takes consistent marketing communications and constant reinforcement to create lasting brand relationships, whether for customers or employees. During this session, you will see how a leading organization revitalized their corporate brand in the marketplace.

Peter Neiman

Vice President, Corporate Brand and Advertising
Unum

Extending the Brand into New Markets

Your brand is the promise you make about your work — a guarantee of quality. As with any promise, it implies a relationship. This one's between you and all your potential audiences. It tells them what to expect from your performances. During this session, you will learn how to extend your brand into new markets

Mark Bates

Managing Director, Marketing
Marsh USA, Inc.

[Register Online](#)

www.conference-board.org/corporatebrand.htm

Internal Brand Planning: Achieving Brand Success with Employee Engagement

Friday, October 19, 2007

Companies need to acknowledge their employees by delivering the brand through actions. This means creating internal brand awareness, understanding and buy-in through creatively executed, strategically driven, long term campaigns aimed at staff. This should include measuring employees' understanding and engagement with the brand, as there is a strong correlation between these factors and customer satisfaction.

Employers are undoubtedly any company's most critical audience, as they are the primary medium through which a company communicates its brand to the consumer. Therefore, an employee needs to be as appealing and engaging as possible as a communicator of your brand to consumers. Ultimately, brand communication to staff can build or damage your brand, enhance or contradict it.

At this workshop, we will reveal how top organizations create brand champions through employee involvement and engagement. To round out the day, we also have interactive discussions that enable you to discuss your internal branding challenges in-depth with peers. Here are a few trends and key topics we will cover:

- Aligning Employees around the Brand
- Supporting the Brand's Essence, Promise, and Personality
- Shaping Attitudes, Behaviors and Values
- Creating Brand Ambassadors
- Overcoming Obstacles in Internal Branding
- Improving Internal Brand Effectiveness
- Achieving Internal Branding Success

Who should attend:

If you're involved in internal communication, human resources, marketing, brand, or image management, plan to attend and participate at this workshop. You will learn fresh ideas from top marketing, brand, and communication executives. We believe you'll find this program informative, stimulating, and useful.

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October 18 - 19, 2007

Internal Brand Planning: Achieving Brand Success with Employee Engagement

Friday, October 19, 2007

Registration and Continental Breakfast: 8 - 9 am

General Session A: 9 am - 12 noon*



Sponsored by: **JACK MORTON**
the experience to inspire

Aligning Employees Around the Brand

Internal branding is an essential part of the branding process. Ensuring that each and every employee understands the promises the brand makes is essential to the cultivation of organizational behavior. During this session, you will learn how to align employees around the brand.

Steve Mooney

Senior Vice President, Manager Director
Jack Morton Worldwide

Supporting the Brand's Essence, Promise, and Personality

Increasingly, organizations are finding it critical to gain their employee's buy-in and enthusiastic support of their brand's essence, promise and personality. During this session, you will gain new insight into internal brand development.

Register Online

www.conference-board.org/corporatebrand.htm

Brand and Reputation: The Role of Research

“Corporate brand” — “Corporate reputation” these terms are sometimes used interchangeably, but they mean different things. Jennifer Sosin of KRC Research will discuss the relationship between corporate brand and corporate reputation, focusing on how to design research which accurately reflects a company’s brand and reputation. You will also learn how to use research to drive strategies designed to strengthen brand and reputation, and to measure impact and success over time.

Jennifer Sosin

President

KRC Research

Creating Brand Ambassadors

Encourage employees to “live the brand” and remove obstacles that hinder delivery of the brand promise. Encourage employees at all levels to contribute to and deliver the brand promise. During this session, you will discover how to live the brand throughout the organization.

Wendy Kouba

Vice President, Global Communications and Technical Operations
Wyeth

**Includes a networking refreshment break.*

Networking Luncheon: 12:15 - 1:15 pm

General Session B: 1:30 - 3 pm

Developing Your Internal Branding Strategy (Working Group Session)

Employees who understand their organization’s brand can better deliver on the promise to customers and produce results for shareholders. During this working group session, you will develop and implement an internal branding strategy that captures the hearts and minds of employees.

To register today, call Customer Service at

212 339 0345

Refreshment Break: 3 - 3:15 pm

General Session C: 3:15 - 5 pm

Overcoming Obstacles in Internal Branding

Internal branding is fundamental to a unified corporate culture that delivers high performance. During this session, you will learn new ways to make a lasting organizational impact with internal branding.

Roland Jarquio

Corporate Brand Manager

GE Money – Americas

Improving Internal Brand Effectiveness

In order to ensure consistency in brand management activities, employees need to develop a shared understanding of what their brand stands for. During this session, you will explore new ways to improve your internal branding effectiveness.

Achieving Internal Branding Success

The brand experience starts and ends with people. It's the people on the phone and in the store who are the voice and the face of the brand. In many respects, training and internal communications to improve brand performance are the last frontiers for organizational improvement. During this session, you will discover how to achieve internal branding success.

Reid Walker

Vice President, Global Communications and Sponsorships

Lenovo

Upcoming Conference Board Events

Corporate Reputation & Communication Conference

September 25 - 26, 2007, New York

www.conference-board.org/reputation.htm

Strategic Corporate Communications Seminars

November 8 - 9, 2007, New York

www.conference-board.org/communication.htm

Extending Your Brand To Employees Conference

November 13 - 14, 2007, Chicago

www.conference-board.org/extendingbrand.htm

Marketing Conference

November 15 - 16, 2007, New York

www.conference-board.org/marketing.htm

Corporate Image Conference

January 31 - February 1, 1008, New York

www.conference-board.org/corporateimage.htm

To register today, call Customer Service at

212 339 0345

Registration Information

The 2007 Corporate Brand Management Workshops

Online	www.conference-board.org/corporatebrand.htm
By Phone	Call Customer Service at 212 339 0345 8:30 am to 6 pm ET Monday through Friday
By Fax	Complete the registration form on the back and fax to: 212 836 9740
By Mail	Complete the registration form on the back and mail to: The Conference Board, Inc. P.O. Box 4026, Church Street Station New York, NY 10261-4026

Cancellation Policy

Full refund until three weeks before the meeting. \$500 administration fee thereafter.
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 two or more registering *from the same company at the same time*, take \$100 off each person's registration.

Hotel Accommodations

Fees do not include hotel accommodations. For reservations, contact the hotel directly no later than the cut-off date and mention The Conference Board's Corporate Brand Management Workshops.

Westin Chicago River North
320 North Dearborn Street
Chicago, IL 60610
Tel: 312 744 1900
Fax: 312 527 2650

Hotel Reservations Cut-off Date: Monday, September 24, 2007

Unconditional Guarantee

For more than 90 years, The Conference Board has been providing senior executives worldwide with opportunities to share practical business experience. If for any reason you are not satisfied with this conference, please let us know. We will immediately credit your attendance to another conference of your choice, or, if you prefer, promptly refund 100% of your registration fee.

Registration Form

The 2007 Corporate Brand Management Workshops

- | | |
|---|---|
| <input type="checkbox"/> October 18, 2007 | <input type="checkbox"/> October 19, 2007 |
| Westin Chicago River North | Westin Chicago River North |
| Chicago, IL | Chicago, IL |
| Project #919008-2 | Project #921008-2 |

Please print or attach a business card; for additional registrants, duplicate this form.

Name _____

Title _____

Functional Area _____

Company _____

Address _____

City _____ State _____ Zip _____

Telephone () _____ Fax () _____

E-mail _____

One Day Workshop

Conference Board Associates\$1,095

Non-Associates\$1,295

Two Day Workshop

Conference Board Associates\$1,970

Non-Associates\$2,330

Payment

☐ Check payable to The Conference Board for \$_____.

Charge to my: ☐ American Express ☐ Discover ☐ MasterCard ☐ Visa

Acct. No. _____ Exp. Date _____

Signature _____ Date _____

☐ Please send me more information on Conference Board events.

(Do not send this form to confirm telephone registration.)

How do you wish to receive future conference promotions?

☐ Mail ☐ Fax ☐ E-mail