

**Presents the 1<sup>st</sup> Middle East**

## **Brand Finance Forum**

# ***“An Expert Approach to Brand Valuation and Brand Management”***

**MasterClass: Monday 22 October 2007**

*The Brand Finance Forum MasterClass is an insightful and interactive session to help better understand brand related issues ranging from technical valuations for IFRS accounting and tax purposes to value based brand planning and strategy.*

*The masterclass will explore theoretical and practical issues around the sourcing of financial data, market research and marketing information to help leverage the value of brand and other intangible assets into actionable results. Sessions will feature real experiences and will focus around examples and case studies relating to brand valuation, brand strategy, brand analysis and brand management.*

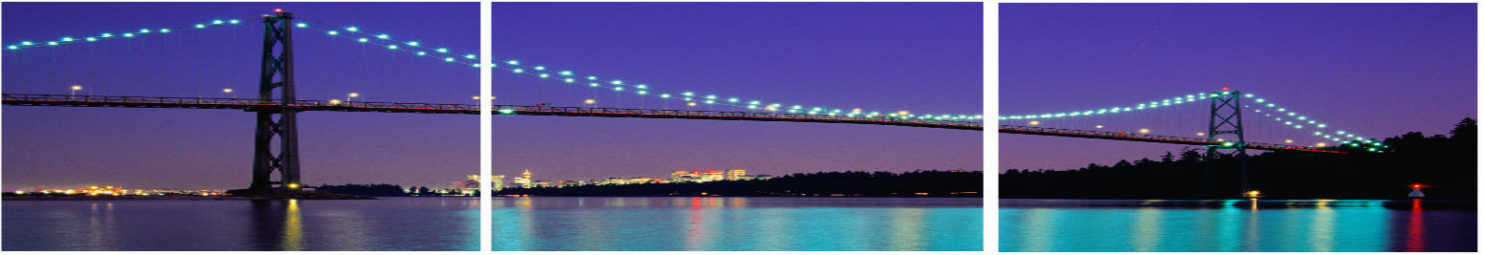
### **Who should attend?**

*This is a forum for CEO's, CMO's, CFO's, senior marketing and finance professionals who are interested in understanding the impact that brand valuation, leading to strategic brand management, has on enhancing business capability*

*“Brand Finance has delivered great value to us on our journey”  
**Raoul Pinnell, Ex-Chairman  
Shell Brands International***

*“Brand Finance can help fill the serious gaps in financial statements and build a complete picture of intangible assets”  
**David Cairns, International  
Financial Reporting Limited***

## An Expert Approach to Brand Valuation and Brand Management



### When Is Brand Valuation Necessary?

There are three circumstances in which a brand valuation may be necessary or desirable:

1. It is required for accounting purposes
2. It will inform the terms of a prospective transaction
3. It will enhance the management of the brand

#### **Accounting Purposes**

FAS 141 and IFRS 3 now require that the 'goodwill' in an acquisition be allocated to the intangible assets that the company is acquiring. This means that brand valuations are now a part of the commercial due diligence performed before an acquisition.

#### **Transactional Purpose**

Transactions are generally of four types - licensing, acquisitions, securitization, tax-planning.

Brand licensing requires an understanding of the economic benefit provided by the brand in order to establish an appropriate royalty rate. A similar logic applies to the acquisitions of branded companies when the brand represents a major asset in the transaction. Securitization involves raising funds against the security of future revenues. However, brands have rarely been used as the collateral for asset-backed securities.

Brand-based tax planning is a relatively common practice in several countries. It involves transferring the ownership of the trademark and, usually, other forms of intellectual property to a central holding company that then charges a royalty for the use of these assets to the operating companies.

#### **Management of the Brand**

Brand valuation for this purpose is helped by thinking in terms of three definitions of brand:

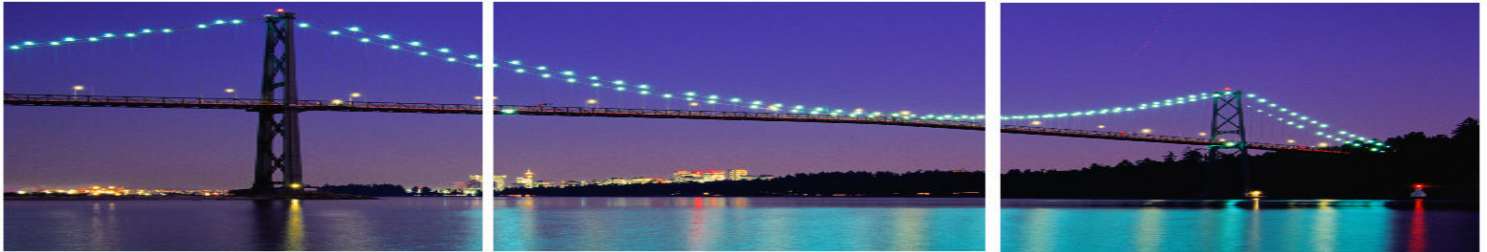
1. **Trademark valuation - logo and associated visual elements.** This definition focuses on the legally protectable visual elements used to differentiate and stimulate demand for one company's products and services over another. The main legal elements covered by this definition include trade names, trademark and trade symbols.
2. **Brand valuation - a larger bundle of trademark and associated intellectual property rights** such as domain names, product design rights, packaging, and copyrights in associated colours, smells, sounds, descriptors, advertising visuals and other associated goodwill.
3. **Branded Business Valuation - a holistic company or organizational brand** - a combination of the legal rights together with the culture, people and programs of an organization all provide a basis for differentiation and value creation within that organization.

Brand valuations for marketing purposes are most insightful when they focus on branded business valuation. This maintains the focus on the question *Where - and by how much - does the brand enhance the performance of the overall business?* and ensures that the brand valuation exercise provides insight into the value dynamics of the overall business.

**Brand Finance** is the leading, independent intangible asset valuation and marketing metrics firm, helping companies to strategically manage their brands for improved business results

## An Expert Approach to Brand Valuation and Brand Management

Monday 22<sup>nd</sup> October 2007 • Al Manzil Hotel, Dubai



8.00 – 8.30	Registration	
8.30 – 9.30	Introduction: Trends in the valuation of brands & IP; growing stakeholder demands for brand metrics and scorecards	Gautam Sen Gupta, MD <b>Brand Finance Middle East</b> Discussion: Hoda Barakat, Managing Partner, <b>Al Tamimi &amp; Company</b>
9.30 – 10.30	What are the intangible asset value requirements of IFRS; practical considerations when conducting an IFRS brand and IP valuation	David Haigh, CEO <b>Brand Finance plc</b>
10.30 – 11.00	Refreshment Break	
11.00 – 11.45	Introduction to building brand value via licensing; practical considerations when setting up an offshore Brand and IPCo	David Haigh, CEO <b>Brand Finance plc</b>
11.45 – 12.45	Key techniques for brand management: customer segmentation, market research, scorecards	Ruchi Gunewardene, MD <b>Brand Finance Sri Lanka</b>
12.45 – 13.45	Lunch	
13.45 – 14.30	Using brand value maps to understand drivers of business value	David Haigh, CEO <b>Brand Finance plc</b>
14.30 – 15.30	Maximizing return on marketing investment: Discussion - the Boardroom agenda	David Haigh, CEO, <b>Brand Finance plc</b> Discussion: Dr. Khater Massaad, CEO, <b>RAK Ceramics</b>
15.30 – 16.00	Refreshment Break	
16.00 – 17.00	Panel discussion - Case studies: Building the Emirates NBD, Etisalat, Emirates brands	Ashley Chancellor, Head of Group Marketing, <b>Emirates NBD</b> ; Steve Wheeler, Senior VP Advertising, <b>Emirates</b> ; Haitham Al Kharusi, Director, Marketing Communications, <b>Etisalat</b>
17.00 – 17.30	Summary and conclusions	Gautam Sen Gupta, MD <b>Brand Finance Middle East</b>
18.00 – 19.00	Cocktails and networking	

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**How to book :** Email [bfme@brandfinance.com](mailto:bfme@brandfinance.com) | **Call** +971 (04) 3654849 | **Fax** completed form to +971 (04) 3911245  
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Delegate Rates (per delegate)

Book & Pay before 22 <sup>nd</sup> September 2007	Book & Pay after 22 <sup>nd</sup> September 2007	Method of Payment
AED 2,350	Save AED 400	AED 2,750

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### Conference Venue Information:

**Date:** Monday 22 October 2007 | **Venue** Al Manzil Hotel, Dubai | **Location:** The Old Town, Downtown Burj Dubai, adjacent to Dubai Mall off Interchange 1 / Defence Roundabout | **Venue Tel:** +971 4 4285888

**Cancellation:** Confirm your cancellation in writing on or before 27 September 2007 and receive a refund less 10%. Regrettably, no refunds can be made for cancellations received after 27 September 2007.