

TALKING POINT

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Developing Strategy Through an Understanding of Brand Valuation

Intangible assets have tipped the scales over tangible assets to create value for companies in the global economy. Brand Finance has been tracking the role of intangible assets since 2001 as part of its annual Global Intangible Financial Tracker (GIFT™) study, and found that intangible assets have overtaken tangible assets in value generation. However, the management paradigm has not shifted in tandem with the rising importance of intangible assets.

One of the problems compounding this situation has been the lack of widely recognised and understood methods for measuring their value.

Developed by ISO (the International Organisation for Standardisation) the ISO/DIS 10668, standard specifies the requirements for procedures and methods of monetary brand value measurement. The publication of the final standard is expected in the summer of 2010.

Mr. David Haigh, CEO of Valuation Consultancy, Brand Finance, was a key member of this ISO committee which drafted the standard. He is therefore ideally positioned to share this latest development which is a key component in determining the fair value of intangible assets and marks a huge step forward in a vital area of management.

The presentation will also cover how brand valuations can be used in helping develop strategy which can add value to business, illustrated by case studies.



Keynote Speaker
Mr. David Haigh
Chief Executive
Brand Finance PLC.

Mr. David Haigh is the founder of Brand Finance PLC, which focuses on value base marketing and technical valuations. He is a Fellow of the Chartered Institute of Marketing UK, a Liveryman of the Worshipful Company of Marketers and Member of the Marketing Society, UK. He is also a member of the Licensing Executives Society, the UK Academy of Experts and the Society of the Expert Witnesses to name a few. Mr. Haigh is also a Chartered Accountant with PricewaterhouseCoopers and holds a BSc (Hons) from Bristol University.

Date : 04th May, 2010
Time : 6.00 pm - 8.30 pm
Venue : Palm Lounge, Galle Face Hotel
Fee : Rs. 3,000/- + VAT for Chartered Marketers (Tickets available at the Regional Office)
Rs. 3,300/- + VAT for Members of CIM/CIMA/FCI/ICASL
Rs. 3,500/- + VAT for Non-members

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