

CRANFIELD CUSTOMER
MANAGEMENT FORUM

In association with



MARKETING MEASUREMENT
AND ACCOUNTABILITY FORUM

JOINT WORKSHOP:

BUILDING THE BRAND IN A TOUGH CLIMATE

Cranfield School of Management, Wednesday 25 November 2009

9.00	<i>Registration & coffee</i>	
9.30	Introduction	Dr. Stan Maklan, Peter Mouncey Directors, MMAF Professor Hugh Wilson Director, CCMF
9:45	Building the brand in a tough climate <ul style="list-style-type: none">- Building trust in a trust-sensitive climate- Shifting the dialogue from push to pull- How brands are socially constructed- How the organisation needs to respond	Professor Don Schultz Northwestern University, Chicago
10.45	<i>Coffee</i>	
11.15	Valuing and exploiting the brand <ul style="list-style-type: none">- Overview of the trends and development in brand valuation standards- Insights into how to use brand valuations to help maximise shareholder value	David Haigh CEO, Brand Finance
12.30	<i>Lunch</i>	
13:30	Leveraging the brand at NSPCC <ul style="list-style-type: none">- A genuinely integrated approach to marketing communications!- What we learned, what we'd do differently	John Grounds Director of Communications, NSPCC Angus Jenkinson MD, Stepping Stones
14:30	<i>Tea</i>	
14:45	Maintaining a trusted brand – in good times and bad <ul style="list-style-type: none">- Maintaining trust in a recession, and in a largely distrusted sector	John Prout Sales & Retention Director National Savings & Investments
15:45	Panel discussion	
16:15	Summary and next steps for CCMF and MMAF	Hugh Wilson, Stan Maklan, Peter Mouncey
16.30	<i>Close</i>	