



Brand Forum

Brand Value: Coming of age

An introduction to the New International Standard on brand valuation (ISO 10668)

Intangible assets are recognised as highly valued properties, with arguably the most valuable but least understood being brands. Reliable values need to be placed on these most significant of assets, for a range of financial, commercial and legal applications, and the ISO 10668 Brand Valuation Standard, to be launched on 21st September 2010, will provide such an approach.

This Brand Forum provides an early opportunity to understand this new ISO Standard, its significance and its application within a business context. We have invited David Haigh, CEO of Brand Finance plc, who was the British Standards Institute representative on the ISO working party that shaped the new standard "Brand valuation – Requirements for monetary brand valuation". He will share his views on this meta-standard. Other speakers will explore the legal and behavioural significance of the new standard.

Date : Thursday 23rd September 2010

Time : 8.30am - Registration and breakfast. 9.00am - start (finish at Midday)

Venue : BAT, Globe House, 4 Temple Place, London WC2R 2PG [Map](#) (nearest tube: Temple)

PROGRAMME

<i>Time</i>	<i>Topic</i>	<i>Speaker</i>
08:30 – 09:00	Breakfast	-
09:00 – 09:10	Introduction & Welcome	John Noble Director <i>British Brands Group</i>
09:10 – 09:40	Understanding the implication of the new international brand valuation standard	David Haigh Chief Executive <i>Brand Finance plc</i>
09:40 – 10:00	A legal perspective on brand valuation	Isabel Davies Senior Partner & IP Lawyer <i>CMS Cameron-McKenna LLP</i>
10:00 – 10:30	The research dimension	Jill Telford <i>UK CEO</i> <i>Synovate</i>
10:30 – 11:00	The financial dimension: Brand valuation approaches and methodologies.	Mike Rocha Managing Director <i>Brand Finance</i>
11:00 – 11:30	Discussion	Chaired by John Noble
11:30 – 11:35	Closing remarks	



WHO SHOULD ATTEND?

Those involved with, and interested in, brands and their value, including marketing and legal teams, corporate communications and IP specialists.

TO APPLY

To reserve a place, simply reply by email to jn@britishbrandsgroup.org.uk.

SPEAKERS BIOGRAPHIES



John Noble

John is the Director of the British Brands Group, a membership organisation that provides the collective voice for brand manufacturers in the UK. The Group was founded in 1994 to promote the values and benefits of brands to consumers, the economy, and society, as well as to represent brand manufacturers on policy issues. John is a Chartered Marketer, following a marketing career that started with British Airways before moving into marketing consultancy with Marketing Solutions. He then became Head of Marketing for Hamptons, the firm of estate agents, and held a senior marketing role with Bristol & West International.



David Haigh

David is the CEO and founder of Brand Finance plc, the leading independent brand valuation consultancy. David qualified as a Chartered Accountant with Price Waterhouse in London. He has worked in the area of branded business, brand and intangible asset valuation since 1991 and since January 1995 has specialised entirely in this area. David has represented the British Standards Institute on the International Standards Committee working party on the standardisation of brand valuation methods and practices, whose standard (ISO 10668) is due to be published in 2010. David is a passionate writer and has written many articles for the marketing and financial press on branded businesses and brand valuation and is the author of numerous publications. He also lectures on the subject of branded business, brand and intangible asset valuation at many of the leading business schools around the world.



Isabel Davies

Isabel Davies is Senior Partner of the Intellectual Property team of CMS and chairman of their award-winning Technology, Media and Telecoms sector group. She is a noted expert and highly regarded in the UK and Europe as a foremost IP lawyer specialising in all forms of dispute resolution including mediation. Isabel's practice focuses on all aspects of intellectual property including patents, trademarks, design, copyright, confidential information and trade libel. She has an extensive background in multi-jurisdictional litigation. Isabel is particularly well known for dispute work and has a strong following in the technology, media, telecoms, consumer products and other brand-focused industry sectors such as hotels and leisure. She is recognised as a leading patent and trademark practitioner. She was described by international Who's Who Business Lawyers as "fantastic for IP dispute resolution". Isabel chairs the Law Society's IP Working Party.



Jill Telford

Jill began her career in London in 1986 working in market research agencies and spent five years there before moving to Hong Kong in 1992. She joined Synovate when it was in its infancy (previously AMI) and has grown with the company. She has mostly been based in Hong Kong, except for two years in Tokyo (1994-1996) where she worked with a local research agency. She moved to London in January 2009 to head Synovate in the UK.



Mike Rocha

Mike is a Chartered Accountant and a Chartered Marketer. He trained with Arthur Andersen after reading Economics at Cambridge University. Soon after joining Brand Finance he also became a Chartered Marketer, winning the Worshipful Company of Marketors' 'Master's Prize' after coming top in the country in his Intensive Postgraduate Diploma in Marketing Studies. Mike joined Brand Finance in 2002 and became Group Managing Director in 2005. He leads valuation projects both in the UK and internationally for purposes such as marketing strategy evaluation, value-based brand management, measurement of marketing effectiveness and brand scorecards. He also manages more technical assignments for tax and balance sheet valuations, joint ventures and M&A across a wide range of industries. Prior to joining Brand Finance Mike worked as a Senior Commercial Advisor for Cable & Wireless Global, managing high value, complex bids and commercial negotiations.
