



David Haigh, Chief Executive of

# **THE ACADEMY OF BRAND FINANCE**

**PRESENTS THE**

## **2004 INTERNATIONAL BRAND FINANCE CONFERENCE**

**WEDNESDAY 18<sup>TH</sup> & THURSDAY 19<sup>TH</sup>  
AUGUST 2004**

**Lensbury Conference Centre, Teddington**



[www.brandfinance.com](http://www.brandfinance.com)



## DAY ONE: WEDNESDAY 18<sup>TH</sup> AUGUST 2004

8.00 – 8.30	Delegates arrive	Coffee and registration, Weirbank Lounge
8.30 – 9.00	Introduction and welcome	<i>David Haigh</i> (CEO, Brand Finance)
9.00 – 10.30	Session One	<ul style="list-style-type: none"><li>• Business Combinations: IFRS 3</li><li>• Intangible Assets: IAS 38 (revised)</li></ul> <i>Shân Kennedy</i>
10.30 – 11.00	Morning Coffee Break	Weirbank Lounge
11.00 – 12.30	Session Two	<ul style="list-style-type: none"><li>• Impairment of Assets: IAS 36</li></ul> <i>Shân Kennedy</i>  <ul style="list-style-type: none"><li>• Adding Rigor to Performance Measurement</li></ul> <i>Dr Christopher Ittner</i> (Professor of Accounting - Wharton University of Pennsylvania)  <ul style="list-style-type: none"><li>• Panel discussion</li></ul> <i>Christopher Ittner, Shân Kennedy and David Palmer</i>
12.30 – 13.30	Lunch in the Weirbank Lounge, Lensbury Conference Centre	
13.30 – 15.00	Session Three	<ul style="list-style-type: none"><li>• International Property Valuation Standards (IVSC)</li></ul> <i>John Rich</i> (Technical Consultant and standard writer to IVSC)  <ul style="list-style-type: none"><li>• Brand Finance's approach to Valuation</li><li>• Tax Valuation Applications</li></ul> <i>Mike Rocha</i> (UK Managing Director, Brand Finance)
15.00 – 15.30	Afternoon Coffee Break	Weirbank Lounge
15.30 – 17.00	Session Four	<ul style="list-style-type: none"><li>• The Legal Market for Valuation</li></ul> <i>Angela Hennessey</i> (Litigation Support Director, Brand Finance)  <ul style="list-style-type: none"><li>• Licensing brands</li></ul> <i>Alex Batchelor</i> (VP of Brand Marketing, Orange)



17.00 – 17.30	Evening Coffee Break	Weirbank Lounge
17.30 – 19.00	Session Five	<ul style="list-style-type: none"><li>• Transactional Support Services <i>James Park</i> (Senior Consultant, Brand Finance)</li><li>• Case Study - SAATCHINVEST <i>Tim Heberden</i> (Managing Director, Brand Finance Australia)</li></ul>
19:00 – 19:45		Drinks at the Lensbury
20.00 – Onwards		Dinner & Jazz at The Wharf Restaurant, Teddington

## DAY TWO: THURSDAY 19<sup>TH</sup> AUGUST 2004

8.00 – 8.30	Delegates arrive	Coffee and registration, Weirbank Lounge
8.30 – 9.00	Introduction and welcome	<i>Jonathan Knowles</i> (Managing Director, Brand Finance USA)
9.00 – 10.30	Session One	<ul style="list-style-type: none"><li>• Introduction to Value Based Marketing <i>Peter Fisk</i> (Independent Consultant)</li><li>• The Right Stuff: Engaging With Senior Management <i>Anthony Freeling</i> (Consultant to McKinsey &amp; Co )</li></ul>
10.30 – 11.00	Morning Coffee Break	Weirbank Lounge
11.00 – 12.30	Session Two	<ul style="list-style-type: none"><li>• The Right Stuff: Engaging With Senior Management <i>Charles Wright</i> (Managing Director, Wolff Olins)</li><li>• Econometrics &amp; Business Economics <i>David Merrick</i> (Director, Business Economics)</li></ul>
12.30 – 13.30	Lunch in the River View Restaurant, Lensbury Conference Centre	





<b>13.30 – 15.00</b>	<b>Session Three</b>	<ul style="list-style-type: none"><li>• <b>Introduction to Millward Brown &amp; BrandDynamics™</b> <i>Andy Farr</i> (Director of Brand Investment Planning, Millward Brown International)</li><li>• <b>Brand Equity Engine</b> <i>Rory Morgan</i> (R&amp;D Director, Research International)</li></ul>
<b>15.00 – 15.30</b>	<b>Afternoon Coffee Break</b>	<b>Weirbank Lounge</b>
<b>15.30 – 16.30</b>	<b>Session Four</b>	<ul style="list-style-type: none"><li>• <b>An Equity Analyst's view of Value Based Marketing</b> <i>Tim Boucher</i> (Brand Valuation Director, Brand Finance)</li></ul>
<b>16.30 – 17.00</b>	<b>Evening Coffee Break</b>	<b>Weirbank Lounge</b>
<b>17.00 – 19.00</b>	<b>Session Five (Internal session)</b>	<b>Marketing, PR and Research Development</b> <ul style="list-style-type: none"><li>• <i>Tim Richman</i> (Marival Marketing Limited)</li><li>• <i>Stephen Cheliotis</i> (Brand Liaison Director, Superbrands)</li><li>• <b>Brand Finance's Marketing and PR</b> <i>Emma Freeman</i> (Senior Consultant, Brand Finance)</li></ul>
<b>19.00 – Onwards</b>		<b>Drinks at The Anglers, Teddington</b>