



The Brand Finance Forum

**Thursday 18th - Friday 19th
August 2005**

The Lensbury Club Conference Centre, Teddington

The Brand Finance Forum

18th – 19th August 2005



DAY ONE: Thursday 18th August

8.00 – 8.30	Delegates arrive	Coffee and registration
8.30 – 9.00	Introduction: 'Invisible Business', 'Brand Due Diligence', 'Customer Capital' and the OFR	David Haigh (Chief Executive, Brand Finance plc)
9.00 – 10.00	Valuation of the Branded Business (Focussing on uses for strategy development)	Professor Keith Ward (Cranfield School of Management)
10.30 – 11.15	Valuation of Brands and other IP (Focussing on uses for funding)	Mark Bezant, (IP Valuation Partner, Deloitte LLP)
11.15 – 11.30	<i>Morning Coffee Break</i>	
11.30 – 12.30	'Proposed Revisions to IFRS 3 - Business Combinations Accounting'	Shân Kennedy (Director, IFRS & Valuation, Chiltern)
12.15 – 13.00	Customer Capital: Do Customers matter more than finance?	Peter Fisk (Director, Brand Finance plc)
13.00 – 14.00	<i>Lunch</i>	
14.00 – 15.00	Brand Tax Planning - International (Focussing on tax planning threats & opportunities)	Andrew Bailey (European Tax Manager, SABMiller)
15.00 – 16.00	Making investment and divestment decisions based on brand valuation Case Study: Courvoisier	Richard Gowar (Associate Director, Brand Finance plc)
16.00 - 16.30	<i>Afternoon Coffee Break</i>	
16.30 – 17.30	Impact of brands on the M&A process: Case Study: Lessons from Real Life	Roger Scarlett-Smith (General Manager & VP, GSK Consumer Healthcare)
17.30 – 18.30	Rejuvenated or geriatric: What has changed since 'Marketing's Mid-Life Crisis'?	John Brady (Ex-Partner, McKinsey & Co LLP)
19.00	<i>Dinner</i>	<i>The Wharf Restaurant</i>

The Brand Finance Forum

18th – 19th August 2005



DAY TWO: Friday 19th August

8.00 – 8.30	Delegates arrive	Coffee and registration
8.30 – 8.45	Introduction	David Haigh (Chief Executive, Brand Finance plc)
8.45 – 9.30	How intangible assets drive business value: Case studies including Fosters Brewing	Göran Roos (CEO, Intellectual Capital Services Ltd)
9.30 – 11.00	Marketing Due Diligence: from strategy to share price	Professor Malcolm McDonald & (Chairman, Brand Finance plc) Professor Brian Smith (Cranfield School of Management)
11.00 – 11.30	<i>Morning Coffee Break</i>	
11.30 – 12.15	Brand Due Diligence: Case Study – Complan, pre and post acquisition experience	Andrew Leek (Managing Director, Complan Limited)
12.15 – 13.00	Raising brand funds and leveraged finance for brand acquisitions: Case study - China	Rupert Purser (Managing Director Hong Kong, Brand Finance plc)
13.00 – 14.00	<i>Lunch</i>	
14.00 – 14.45	Marketing Accountability (Optimisation of Brand budgets)	David Merrick (Joint Managing Director, Business Economics Ltd)
14.45 – 15.30	Marketing Accountability (Modelling Reputational effects on value)	Bryan Finn (Joint Managing Director, Business Economics Ltd)
15.30 – 16.00	<i>Afternoon Coffee Break</i>	
16.00 – 16.45	Global Brand Licensing	Andrew Levy (Managing Director, Licensingpages and LIMA)
16.45 – 17.30	Sports Licensing and Sponsorship	Ardi Kolah (Associate Director, Sponsorship & Licensing, Brand Finance plc)
17.30 – 18.00	Final thoughts	David Haigh (CEO, Brand Finance plc)
18.00	<i>Drinks</i>	<i>The Lensbury Club</i>