



# **The Brand Finance Forum 2006**

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## **'Understanding the true value of intangible assets'**

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**The London Stock Exchange, Paternoster Square  
17<sup>th</sup> – 18<sup>th</sup> August 2006**

# The Brand Finance Forum 2006

The London Stock Exchange, Paternoster Square

17<sup>th</sup> – 18<sup>th</sup> August

## Day One

## Understanding the true value of intangible assets

8.30 – 9.00	Registration	
9.00 – 9.15	Welcome and Introduction	David Haigh Chief Executive Brand Finance
9.15 – 10.00	'The future of Value Reporting®' in a more challenging financial reporting environment. (with reference to the pressures created by Sarbanes-Oxley, IFRS and OFR etc)	Rodger Hughes Partner PwC
10.00 – 10.45	What are the commercial challenges posed by increasing demands to report on future market trends and earnings forecasts?	Andrew Sharp Director PwC
10.45 – 11.15	Refreshment Break	
11.15 – 12.15	'Trying to see the wood for the trees' Practical problems in identifying, separating and reporting the value of intangible assets	David Cairns International Financial Reporting Limited
12.15 – 13.00	'The reporting challenge: What marketing information do investors really need to know?'	Professor Tim Ambler Senior Fellow London Business School

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## Day One (cont...)

13.00 – 14.00	Lunch	
14.00 – 14.45	Is 'Brand' just another name for 'Reputation'? Is it really an intangible asset and can it be valued?	Patrick Barwise Professor of Management and Marketing London Business School
14.45 – 15.30	'Brand is a consumer intangible asset; Reputation is an asset with all corporate stakeholders?' The challenge of putting a value on brands and reputation.  (Shell Case Study)	Raoul Pinnell Chairman Shell Brands International
15.30 – 16.00	Refreshment Break	
16.00 – 16.45	'Brands are only as good as the technology they are wrapped around - The Bentley syndrome and other cases.'  Exploring the extent to which corporate success is driven by technological rather than marketing intangibles	Wes Anson Chief Executive Conсор LLP
16.45 – 17.30	'Does strong branding extend the economic contribution and useful economic life of technology intangibles? Putting a reliable value on technology intangibles?'  (GSM Case Study)	Bill Gajda Chief Marketing Officer GSM Association
17.30 – 18.00	Closing remarks	David Haigh
18.00 – 19.30	Drinks	

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## Day Two

### Understanding the true value of intangible assets

8.30 – 9.00	Registration	
9.00 – 9.15	Welcome and Introduction	David Haigh Chief Executive Brand Finance
9.15 – 10.00	<p>'The customer is king'</p> <p>Are the most important intangible assets of any corporation its customers?</p>	Professor Malcolm McDonald Cranfield School of Management
10.00 – 10.45	<p>How can customer relationships be valued for commercial and financial reporting purposes? What are the practical problems?</p> <p>(Tesco Case Study)</p>	Clive Humby Chairman dunnhumby (Visiting Professor Cranfield School of Management)
10.45 – 11.15	Refreshment Break	
11.15 – 12.00	<p>'Linking corporate culture and business performance'</p> <p>Exploring the extent to which corporate success is driven by human capital rather than by marketing intangibles</p>	Professor Dan Denison Management and Organization IMD
12.00 – 12.45	<p>'Is it possible to create value by 'aligning people with the brand'? How can human capital value be measured?</p> <p>(Land Rover Case Study)</p>	Vanessa Markey Primary Brand Communications Manager Land Rover

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## Day Two (cont...)

12.45 – 14.00	Lunch	
14.00 – 15.45	<p>'The three track approach to brand value measurement: customers; brand equity, brand value'</p> <p>(CEMEX Case Study)</p>	<p>Professor Don Schultz Chairman Brand Finance USA</p> <p><i>and</i></p> <p>José de J. Alvarado Risoul Corporate Brand Director CEMEX</p>
15.45 – 16.15	Refreshment Break	
16.15 – 17.00	<p>'Brand as an strategic asset ; how to develop an effective branding management system'</p> <p>(ABN/ Banco Real Case Study)</p>	<p>Fernando Martins EVP Branding &amp; MarComms, ABN AMRO - Latin America Region</p>
17.00 – 17.45	<p>Communicating the true value of intangible assets to investors'</p> <p>Exploring the effect on share values resulting from better communication of intangible assets and intellectual property to investors</p>	<p>Professor Atul Tandon Dean of MICA Business School, India</p>
17.45 – 18.00	Closing remarks	David Haigh
18.00 – 20.00	Drinks	

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# Costs

## Understanding the true value of intangible assets

Please tick if able to attend	Date	Price	VAT @ 17.5%	Total
<input type="checkbox"/> Yes	Thursday 17 <sup>th</sup> August 2006	£250	£43.75	£293.75
<input type="checkbox"/> Yes	Friday 18 <sup>th</sup> August 2006	£250	£43.75	£293.75

### Payment and Registration

Register via email: [forum@brandfinance.com](mailto:forum@brandfinance.com)

Please note places are strictly limited and will be allocated on a first come first served basis.

**Cheque** Enclosed is our cheque for £..... [Please make payable to Brand Finance plc]

**Direct Debit** Please transfer money directly to:  
Barclays Bank plc, 99 Hatton Gardens, London EC1N 8DN  
Sort Code 20-32-29 Account No 50092266  
BIC BARCGB22-IBAN GB23BARC20322950092266

#### Personal Details

Mr/Ms/Mrs/Miss Name:.....  
Job Title:.....Department:.....  
Telephone:.....  
Email:.....

#### Booking Contact

Mr/Ms/Mrs/Miss Name:.....  
Job Title:.....Department:.....  
Telephone:.....  
Email:.....

#### Company Details for Invoicing Purposes

Company Name:.....  
Postal Address:.....  
Telephone:.....  
Nature of Business:.....  
Billing Address(If different from above):  
.....  
Billing Email  
Address:.....

Please fax the registration form back on +44 (0)208 607 0301. For further information please contact Helen Willis on [h.willis@brandfinance.com](mailto:h.willis@brandfinance.com) or +44 (0) 208 607 0300.

#### Cancellation

Confirm your cancellation in writing two weeks before the event and receive a refund less 10%+VAT service charge. Should you cancel between one and two weeks prior to the event, you will receive a refund less 50%+VAT service charge. Regrettably, no refunds can be made for cancellations received less than 7 days before the event.