



# **The Brand Finance Forum 2006**

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

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**This workshop is part of the Brand Finance Forum 2006 Programme  
being held at the London Stock Exchange from Thursday 17<sup>th</sup> –  
Friday 18<sup>th</sup> August 2006**

**Wednesday 16<sup>th</sup> August**

## Strategic Licensing Workshop

<b>13:30 – 14:00</b>	<b>Registration</b>	
14:00 – 14:05	Introduction	David Haigh, CEO Brand Finance
14:05 – 14:50	Personality Licensing	Mary-Ellen Field, Senior Managing Director MCC Fashion & Beauty Group
14:50 – 15:30	DuPont Paints Case Study	Patrick van Waes, Branding Leader Coatings DuPont
<b>15:30 – 16:00</b>	<b>Refreshment Break</b>	
16:00 – 17:15	Industrial and ingredient branding strategies and relevant case studies	Jeff Turner, Director Incub8 & Susan Coyne, Director Insync
17:15 – 17:30	Discussion	David Haigh, CEO Brand Finance
<b>17:30 - onwards</b>	<b>Drinks</b>	