

# Brand Finance Forum Singapore: Understanding the Value of Singapore Brands and How They Can Survive the Recession

Has the credit crisis eroded the value of Singapore brands? How resilient have they been in this recession? Hear from our guest speakers who will share their experiences and views on the value of brands and the impact of the recession. Join us as we reveal our study in the 2009 Brand Finance Annual Report on [Singapore's Intangible Assets and Brands](#) that identifies the nation's top 100 brands, and discusses the impact of the crisis on their intangible and brand values.

**The Brand Finance Forum will be held in collaboration with the Singapore Management University (SMU) for the second year running.**

The Brand Finance Forum gathers foremost thinkers in the areas of brand analytics, brand strategy and brand building to share their experiences and to better understand the process by which valuable brands are created. Previous Brand Finance events were met with resounding success with over 100 senior management participants in the Brand Finance Asia Pacific Forum 2008 held at SMU, and more than 140 overseas and local delegates in the Brand Finance Global Banking forum held at the London Stock Exchange.

**DATE** : Tuesday 23rd June 2009  
**TIME** : 0830 hrs  
**DRESS CODE** : Business Casual  
**VENUE** : Singapore Management University, Administration Building, Conference Hall 1 (Level 5)  
 81 Victoria Street, Singapore 188065

Register for the forum [online](#) or call us at 6336 8691.

TIME	AGENDA	SPEAKER	
0830 – 0900	Registration		
0900 – 0915	Chairman's introduction	David Haigh	CEO, Brand Finance
0915 – 1000	Keynote address: How can brand owners maximize brand value in the global downturn?	Professor Rajendra Srivastava	Provost, Singapore Management University
1000 – 1030	Creating a World Class Service and Sales Culture - 4 Mind Sets for the Future	Philip Squire	CEO, Consolia Asia Pacific Pte Ltd
1030 – 1050	Refreshments		
1050 – 1130	What challenges face Singaporean brands?	David Haigh	CEO, Brand Finance
1130 – 1150	"It's not what you say, it's what you do" Regaining trust in the wake of a financial crisis	Susan Ho	Head, Group Brand Development, Standard Chartered Bank
1150 – 1210	Beyond Red, Orange & Green – What Branding Really Means to StarHub	Iris Wee	Head of Marketing, StarHub Ltd
1210 – 1230	Panel Discussion and Conclusions <i>"Expert views on challenges and opportunities in a downturn"</i>	SMU's Associate Professor of Marketing, Prof. Sudhi Seshadri and Assistant Professor of Marketing, Prof. Kapil Tuli, will join our guest speakers in the panel discussion	
1230 – 1400	Lunch Break		
1400 – 1600	Brand Finance Workshops		

## BRAND FINANCE WORKSHOPS

Register now to hear what our experts have to share in our dedicated workshop. Kindly note that the workshops run concurrently.

To register for a workshop, please contact Brand Finance at +65 6336 8691 or email [bfs@brandfinance.com](mailto:bfs@brandfinance.com).

- Value-based Brand Strategy.** How to use brand analytics and valuation to inform strategic decision-making and brand strategies.
- Brand Equity and Brand Dashboards.** How to integrate market research, investment, market and financial metrics to help improve brand performance management.

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The Brand Finance Asia Pacific Forum is an initiative of the Brand Finance Institute, the education and training division of Brand Finance plc.