

DAY 1 - Agenda

BRAND INNOVATION, CUSTOMER EXPERIENCE & MARKETING PERFORMANCE MEASUREMENT

TIME	DURATION	AGENDA ITEM
9:00 a.m. - 9:15 a.m.	15mins.	INTRODUCTION & OVERVIEW
9:15 a.m. - 10:30 a.m.	1hr. 15mins.	SESSION A: FROM INVISIBLE TO INVALUABLE <ul style="list-style-type: none">• What is Brand Monotony, and what are its Causes?• Brand Differentiation and its Critical Role in Achieving Indispensability• An Evolved Model for Brand Positioning, that Acknowledges an Increasingly Complex Activation Environment
10:30 a.m. - 11:45 a.m.	1hr. 15mins.	SESSION B: INNOVATION AND BRAND-DRIVEN GROWTH <ul style="list-style-type: none">• Incremental vs. Transformational Growth• Brand Positioning: Guardrail vs. Inspiration• Brand Relevance and its Role in Brand Growth and Extension
11:45 a.m. - 12:00 p.m.	15mins.	B R E A K
12:00 a.m. - 1:45 p.m.	1hr. 15mins.	SESSION C: BRAND STORY TELLING IN THE WORLD OF BUSINESS <ul style="list-style-type: none">• Story Archetypes and What They Mean to Brands• Principles and Guidelines for Brand Story Telling• How to Leverage and Activate Brand Story
1:15 p.m. - 1:30 p.m.	15 mins	W R A P - U P

DAY 2 - Agenda

TIME	DURATION	AGENDA ITEM
9:00 a.m. - 9:15 a.m.	15mins.	INTRODUCTION & OVERVIEW
9:15 a.m. - 10:30 a.m.	1hr. 15mins.	SESSION E: BRANDS IN AN ERA OF DIGITAL ACTIVATION <ul style="list-style-type: none">• The Blurring Distinction Between Physical & Digital Activation• Brand Inspired Digital Activation• The Role of Brand in Content Marketing and Social Media
10:30 a.m. - 11:45 a.m.	1hr. 15mins.	SESSION F: BRAND CUSTOMER-EXPERIENCE IN A WORLD OF BRAND MONOTONY <ul style="list-style-type: none">• Introducing the Concept of Brand Experience• Signature Touch-Points and the Customer Journey• Designing the Optimal Customer Brand Experience
11:45 a.m. - 12:00 p.m.	15mins.	B R E A K
12:00 a.m. - 1:45 p.m.	1hr. 15mins.	SESSION G: BRAND MEASUREMENT & MARKETING ACCOUNTABILITY <ul style="list-style-type: none">• Marketing Accountability and Measurement Outcomes• Business Vs Brand Metrics• Understanding Types of Brand Metrics
1:15 p.m. - 1:30 p.m.	15 mins	W R A P - U P & C L O S E