



Brand Finance Asia Pacific Forum 2017

Brand Governance - Building the brand inside out

Monday, 12th June 2017

The STI Auditorium, Level 9 Capital Tower, 168 Robinson Road, Singapore 068912

A joint event by Brand Finance and Marketing Institute of Singapore

*Joint Event
Organizer*



*Collaborative
Partner*





Our theme for 2017. 'Brand Governance - Building the brand inside out'.

One of the greatest challenges of managing a business effectively requires proper brand management. Brand Governance involves helping a brand to create or improve internal brand management tools like policies and procedures, guidelines, audit and compliance processes, brand risk measurement and KPIs. It involves driving the internal culture where internal values and behaviours are reflected externally through a positive brand experience.

Gain first-hand insights from world leading brand practitioners and cutting-edge thinkers who will share their best practices, knowledge and expertise about managing brands.

Through interactive discussion panels, thought provoking ideas and objective debates, Brand Finance Asia Pacific Forum 2017 will help you to be successful brand ambassadors who will be instilled with a strong sense of pride and loyalty in the brand. Ask questions and hear from the panellists as they share and discuss the trends and influences affecting brands today. Expand your network with international colleagues and gain first hand insights from the world's leading brands.

Speakers.



David Haigh
Founder/Chief
Executive Officer
Brand Finance



John A. Davis
Regional Managing
Director, Asia
Duke Corporate
Education



Pradeep Pant
President
Pant Consulting Pte
Ltd



Andrew Pickup
Senior Director,
Communications
Microsoft Asia



Roger Wang
President
Marketing Institute of
Singapore



Samir Dixit
Managing Director,
Asia Pacific
Brand Finance Asia
Pacific



Lu Lili
ISO/TC 289
Secretary &
Deputy-Secretary-
General of China
Council for Brand
Development



Bhavik Bhatt
Strategy Director
The Bonsey Design
Partnership



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Contact.

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Programme.

08:30 - 09:00	Registration	10:25 - 10:45	Break
09:00 - 09:10	<i>Keynote Opening address by Brand Finance</i> Mr David Haigh Founder/Chief Executive Officer Brand Finance plc	10:45 - 11:10	<i>[Global Aspects]</i> <i>Internal Brand Communications Challenges by</i> Mr Andrew Pickup Senior Director, Communications Microsoft Asia
09:10 - 09:20	<i>Opening Address by Marketing Institute of Singapore</i> Mr Roger Wang President Marketing Institute of Singapore	11:10 - 11:35	<i>[Inspirational Aspects]</i> <i>Brand Importance: A Managements Perspective by</i> Mr Pradeep Pant President Pant Consulting Pte Ltd
09:20 - 09:35	<i>Brand Evaluation standards to raise global awareness by</i> Ms Lu Lili ISO/TC 289 Secretary Deputy-Secretary-General China Council for Brand Development	11:35 - 12:00	Panel Discussion: Challenges of driving the importance of the brand internally Moderator: Bhavik Bhatt Panelist: Mr David Haigh Mr John Davis Mr Andrew Pick Mr Pradeep Pant
09:35 - 10:00	<i>[Academic Aspects]</i> <i>How Leaders Can Build Brand Leadership and Create Meaningful Value - The Importance of Leadership Development by</i> Mr John A Davis Regional Managing Director Duke CE (SEA)	12:00 - 12:25	Presentation of Brand Finance League Table Findings and Reveal of the Top 100 Singapore Brands
10:00 - 10:25	<i>[Best Practice Aspects]</i> <i>Brand Governance: Managing Your Brand Inside Out by</i> Mr Samir Dixit Managing Director, Asia Pacific Brand Finance Asia Pacific	12:25 - 12:45	Award Presentation Ceremony
		12:45 - 14:00	Networking Luncheon

About us.

Brand Finance Forum has progressively become one of the definitive events in the area of brand building; it should not be missed by those who are serious about maximising the value of their brands and intangible assets.

Brand Finance®

Helping clients to measure, manage and maximise the value of their brands to drive business performance.

Unique

We possess a unique combination of marketing, research, management and financial expertise.

Independent

Brand Finance is entirely independent. We manage brands, not create them.

Technical recognition

We are accredited with the ISO 10668 global standard for brand valuations and our assessments are widely accepted by regulatory bodies worldwide.

Experience

With over 15 years experience Brand Finance has worked with clients of all sizes across all sectors.

Global

We are headquartered in London with offices in over 20 countries.



Samir Dixit
Managing Director
Brand Finance Asia
Pacific



Roger Wang
President
Marketing Institute
of Singapore

Founded in 1973, the Marketing Institute of Singapore (MIS), a not-for-profit organisation, is the National Body for Sales and Marketing. Over the years, MIS has nurtured more than 50,000 sales and marketing practitioners through its professional learning and development programmes and provided ample networking opportunities for thousands of members through its diverse series of events.

MIS is the one place that connects you to the largest fraternity of sales & marketing professionals in Singapore. Through the regular, high quality networking events it organises, the Institute has become a hub where marketers congregate, network and exchange knowledge.

MIS also plays a leading role in providing training, learning & development solutions to professionals and corporations in Singapore and around the region. A comprehensive range of Executive Development Programmes is offered that caters to the skills upgrading and professional development needs of executives and managers to keep themselves abreast with industry trends, knowledge and skills.