

International Brand & Reputation Community

INBREC SUMMIT 2016

Main themes:

- The Role of Brand & Reputation Management in an international M&A expansion strategy
- Development path of Brand & Reputation management: on the way from an advertising service provider towards omni-channel marketing impacting product development
- Bringing purposeful corporate brand positioning alive

Participants: 25 - 35 senior brand managers from various European regions (Austria, Benelux, Germany, Nordics, Switzerland, UK) and from abroad

Dresscode: Business Casual

Summit Hotel: Daniel, Landstrasser Gürtel 5, 1030 Vienna

PROGRAMME

Tuesday, May 31st, 2016

19.00 INBREC Welcome Cocktail and Diner at Hotel Daniel

Wednesday, June 1st, 2016

**Host: Erste Group Bank AG, Am Belvedere 1,
1100 Vienna, Austria**

09.45 – 10.45 **George – the new digital platform in Erste
and its role for the brand** (*real case example*) –
www.mygeorge.at

Speaker: **Maurizio Poletto** (Managing Director of
Bee One, the digital innovation unit of Erste Group)
/ Mag. **Daniel Ratzenböck** (Head of Group Brands
Communication, Erste Group Bank AG)

10.45 – 11.15 Break

**International Marketing and Brand
Management at Erste Group**

11.15 – 13.00 Speaker: Mag. **Daniel Ratzenböck** (Head of
Group Brands Communication, Erste Group Bank
AG) and **Nina Pentek** (Marketing Head of Erste
Bank, Croatia)

13.00 – 14.15 Lunch

14.15 – 14.45 Discussions on the morning sessions

15.00 – 16.00 **Bringing the corporate brand purpose across
to all stakeholders**

Open discussion including short input presentations
of various participants

16.00 – 16.15 Wrap-up, feedback and preview on the next
meetings

16.15 – 17.00 Farewell cocktail / end of Summit