

## International Brand & Reputation Community (INBREC)

Community of Interest (COI) Branding Africa Chapter Meeting: South Africa

### Hosted by

Barloworld Equipment SA in association with Vuma Reputation Management

**Venue** : Barloworld Equipment SA Offices – 180 Kathrine Street, Entrance 2,  
Sandton  
Building 2, Customer Entertainment Boardroom  
**Date** : Thursday 13 October 2016  
**Participants** : Corporate SA Executives  
**Dress Code** : Business Casual  
**Attendees** : Approximately 15 – 20 People

### AGENDA

09:00 – 09:15 Registrations and refreshments

09:15 – 09:30 Welcome and introduction to Barloworld Equipment  
**Emmy Leeka— Chief Executive Officer Barloworld Equipment SA**

09:30 – 10:00 Welcome and introduction to INBREC  
**Prof. Dr. Markus Renner – Co-Chairman INBREC  
Former Head of Global Brand & Reputation Management  
Novartis.**

10:00 – 11:30 Presentation: **Samantha Swanepoel**  
Balancing your Brand: The Dealer Principle Relationship  
**Divisional Executive Director: Marketing & Communications  
Barloworld Equipment SA**

11:30 – 11:45 Break for refreshments

11:45 – 12:15 Presentation: **Janine Hills**  
*Social Media Intelligence*  
**INBREC Advisory Board Member  
CEO and Founder – Vuma Reputation Management**

12:15 – 13:15 Lunch

13:15 – 14:15 Presentation: **Prof. Dr. Moira Clark**  
The Success Equation: Embedding Value Delivery  
**INBREC Advisory Board Member  
Henley Business School UK**

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| 14:15 – 14:45 | Break for refreshments  |
| 14:45 – 15:45 | Presentation: <b>Dave Carruthers</b><br>Connecting Corporate & Consumer Brands<br><b>Distell – Director: Global Marketing</b> |
| 15:45 – 16:30 | Summary <b>Prof. Dr. Markus Renner</b><br><b>Co-Chairman INBREC</b><br>Wrap up, feedback and preview on next meeting          |
| 16:30 – 18:00 | Farewell Cocktail – End of the Event  |