



Global Marketing Network
When we talk marketing, we really mean business



Cass Business School
CITY UNIVERSITY LONDON

Darrell Kofkin

Chief Executive, Global Marketing Network
&

Vincent-Wayne Mitchell

Professor of Consumer Marketing, Cass Business School
request the pleasure of your company

At

Global Brand Forum 2010

On

Tuesday 7th September 2010

To

Network with fellow marketing professionals, meet GMN Faculty, Council and Partners and listen to the latest best practices and insights in brand strategy from leading experts including

Dr Markus Pfeiffer- Managing Partner, Vivaldi Partners, David Haigh - CEO, Brand Finance, Sean McAuliffe, Head of Licensing, The Football Association, Professor Leslie de Chernatony, Professor of Brand Marketing, Università della Svizzera italiana, Lugano, Damon Segal, CEO, Emotic Design Group, Crispin Reed - Managing Director, Brandhouse, Steve Cheliotis, Chief Executive, The Centre for Brand Analysis, Muditha Cooray - MBA Programme Director, University of Hertfordshire Business School, Ardi Kolah - CEO, Guru in a Bottle, Bob Shaw - CEO, Value Based Marketing Forum, David Moody- Freedman International, Professor Mike Solomon - Director, Centre for Consumer Research, St Joseph's University, USA.

Themes include: how brands can start conversations, the emotional advantage of brands, building brands in social media, the value drivers of brands as the world emerges from recession, building brands on a tight budget, creating value for the customer in a digital world, leveraging global sport properties to enhance your brand, giving corporate social responsibility a sporting chance, integrating your online and offline brand strategy, adapting campaigns for global consumption and so on

Also

Become accredited as a Global Marketing Network Professional Marketer and pick up a complimentary copy of the latest edition of Superbrands (worth £45)

Time: Registration from 8.45am. Event commences 9.30am Admission Charge: £25 (incl all refreshments and lunch)
Venue: Cass Business School, Bunhill Row, London, EC1Y 8TZ More information: www.gmnhome.com/globalbrandforum

RSVP: sushma.patel@gmnhome.com or +44 (0) 845 838 1860