

Brand Storm: A Brand Dialogue Between Branding Researchers and Branding Consultants

Oct 1, 2010, Drake 107, Asper School of Business

- 7 brand presentations covering topics from brand soul to brand expression, from brand strategy to brand implementation, and from global branding to small business branding
- Distinguished Speaker Dr. Amitava Chattopadhyay, The L'Oréal Chaired Professor in Marketing-Innovation and Creativity, INSEAD
- Three Branding Researchers from the University of Manitoba
- Three Branding Consultants from Blacksheep Strategy Inc. , Cocoon Branding and 6P marketing

Vision of This Featured Research Event

Asper School of Business is proudly hosting this research event to bring branding researchers and branding consultants together in one room for a day to share their research, their consulting experience and their insights in the burgeoning field of branding and brand management. We anticipate fun and excitement as our featured presenters bring their distinctive perspectives. This brand storm may challenge your thinking on branding or enrich your views on branding and hopefully transform your research or your business strategies. We invite you to take part in this fun event on Oct 1. Mark your calendars and make your reservations ASAP. We thank Dr Fang Wan, a passionate brand champion and Dean's office for making this vision a reality.

Sincerely yours,
Nick Turner, Ph.D
Associate Dean of Research
Asper School of Business

Brand Storm Program: Friday Oct 1 2010

Morning Program:

930-1030am: "Competing from Below: Global Branding Lessons from the New Emerging Market Multinationals"

Distinguished Guest Speaker, Dr Amitava Chattopadhyay, The L'Oréal Chaired Professor in Marketing-Innovation and Creativity, INSEAD

1045-1100am: "Evolving Dynamics of Corporate Branding: Reflections on the Brand Consulting Industry in Canada "

Derrick Coupland, Principal of Blacksheep Strategy Inc.

1110-1125am: "Brand Triangle: An Integrative Approach to Brand Management"

Dr Fang Wan, Associate Professor of Marketing, Asper School of Business, U of Manitoba

1135-1145am: "Brand Communities: Coffee Brands and Class in a Canadian City"

Dr Sonia Bookman, Assistant Professor of Sociology, U of Manitoba

Luncheon: Welcome Speech, Dean Feltham

Fish Bowl, Drake, Asper School of Business

Brand Storm Program: Friday Oct 1 2010

Afternoon Program:

130-145pm: "Church Branding"

Dr Ed Bruning, Professor of Marketing, Asper School of Business, U of Manitoba

200-215pm: "Small Business Branding: A Balanced Online and Offline Approach"

Paul Provost, Founder and President of 6P Marketing

230-245pm: "Brand Expressions: How to Connect to Your Customers at Deeper Levels"

Jason Abbot, Director of Business Development, Cocoon Branding; President of Canadian Marketing Association, Manitoba Chapter

300-315pm: Concluding Remarks by Dr Nick Turner, Associate Dean of Research

330-430pm: Networking with presenters and peer participants

A Few Important Details

- 1) This event is Free! Yes, it is free. So, please take advantage of this one day brand storm.
- 2) Please make your reservation ASAP to Ms Carole Babiak at babiakcl@cc.umanitoba.ca by Friday September 24. Please send in your full name and your affiliation so that we can prepare proper name tags.
- 3) Parking shortage is expected. So, once we confirm your attendance we will send parking instructions and advice on Monday, September 26.

Wish everyone a happy brand storm on Oct 1!