

Workshop on Brand Management

Date: 4th November 2008

Place: Warszawa, Hotel Polonia Palace

Organised by: Swisschamber Poland in cooperation with
the University of St. Gallen, under the patronage of ProMarka



WORKSHOP ON BRAND MANAGEMENT: CONTENT

WHAT'S IN A BRAND?

- For customers? For companies? For stakeholders?
- Brand Value, Brand Equity, Brand Identity

COMMUNICATION AS A KEY ISSUE IN BRAND MANAGEMENT

- Challenges in Communication
- Strategies for Communicating to customers

BRANDS & PRODUCTS: CHALLENGES FOR BRAND MANAGEMENT ON THE BUSINESS UNIT LEVEL

- Taxonomy of Brands
- Brand Extensions
- Analysis of Extension Potential

BRANDS & CORPORATIONS: CHALLENGES FOR BRAND MANAGEMENT ON THE CORPORATE-LEVEL

- Shaping Brand Identity
- Brand Portfolios and Brand Architecture
- Brand Alliances

WHAT IS THE SECRET OF THE SUCCESSFUL SWISS ECONOMY?

One of the answers is: business combined with education. Swiss business schools are internationally respected for their excellence in bringing the best of research to business. In fact, a great number of leading international concerns have used their knowledge and services to develop new solutions.

The Swisschamber Poland has started cooperation with the University of St. Gallen, one of the highest-ranked business schools in Europe, to enable Polish companies to benefit from the Swiss experience.

The workshop 'BRAND MANAGEMENT' is supposed to start a series of training courses called 'Swiss Executive Trainings' which are dedicated to all companies that wish to learn and introduce the latest trends in business.

THE TRAINER: Prof. Dr. Marcus Schögel



Professor Dr. Marcus Schögel, born in Berlin (1967) is head of the competence center for Marketing Channels and Alliance Management at the Institute for Marketing and Retail Management at the University of St. Gallen. He studied business administration at the Free University of Berlin. He earned his doctoral degree from St. Gallen University in 1997 and is since then lecturing different courses in marketing on bachelor, master, and executive level. His research focuses on current issues in marketing strategy, channel management and trend management in marketing. In his research he works closely together with different companies from consumer goods as well as from service and IT-industries (e.g. BMW Group, Swisslife, UBS, Zürcher Kantonalbank, Zürich Versicherungen, Sony Switzerland, Lucerne Festival)

UNIVERSITY OF ST. GALLEN – FACTS AND FIGURES

- founded in 1898
- the largest Business Faculty in Europe: 6 Centres and 34 Institutes
- one of the highest-ranked business schools in Europe
- collaborates closely with partners in industry, law and society

Further information: www.unisg.ch

The University of St. Gallen has earned an excellent reputation in the world:

The German Newspaper 'Die Wirtschaftswoche' published the results of a survey of 600 enterprises among HR professionals (March 2005). St.Gallen is ranked 1st together with the London Business School and the London School of Economics.

Rank | University

Business Faculties

| | |
|----|---|
| 1 | London Business School |
| 1 | London School of Economics |
| 1 | Universität St. Gallen (HSG) |
| 4 | Università Bocconi, Mailand |
| 5 | Erasmus Universiteit Rotterdam |
| 6 | École Central Paris |
| 6 | Insead, Fontainebleau |
| 8 | ESADE, Barcelona |
| 8 | Universiteit Maastricht |
| 10 | University College Dublin |
| 10 | IESE, Barcelona |
| 10 | University of Oxford |
| 10 | Stockholm University School of Business |

The latest Financial Times Ranking lists the Executive Education of the University of St. Gallen on rank 11 among Business Schools in Europe.

HOW WILL THE WORKSHOP BENEFIT YOU AND YOUR COMPANY?

- 01 you will learn the state of the art in brand management directly from one of the leading researchers from the University of St.Gallen
- 02 you will be able to carry out a reality-check and assess your practice in the field of brand management
- 03 you will work on practical cases concerning brand management
- 04 you will get involved in discussions on current trends
- 05 you will exchange information, ideas and perspectives with the trainer and participants

Place: Hotel Polonia Palace, Warszawa,
Al. Jerozolimskie 45

Date: 4th November 2008

Time: 1 day, 8.30 a.m. - 6.00 p.m.

Number of participants: 20

Language: English

Participation fees:

3400 zł (+22% VAT) for members of the
Swisschamber Poland/ ProMarka

3900 zł (+22% VAT) for other companies

The participation fee includes:
training materials, lunch, parking place

For more information please contact:

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APPLICATION FORM:



Name/Surname/Department: _____

Name/Surname/Department: _____

Other participants: _____

Company: _____

Address: _____

Tel.: _____

E-mail: _____

Yes, I/We would like to participate in the workshop 'BRAND MANAGEMENT'

Please send in the application form per fax: +48 22 697 79 80 by 17th October 2008.

Remarks:

The number of places is limited. To confirm your booking please pay in the participation fee by 24th October 2008 (you will receive a down-payment invoice after submitting the application form). Please note that resignations will be accepted only in written form no later than by 24th October. After this date the participation fee will not be refunded.