

THE INTERNATIONAL UNIVERSITY IN GENEVA AND
GENEVA WOMEN IN INTERNATIONAL TRADE
PRESENT A ROUNDTABLE:

MARKETING

&

BRANDING
BRANDING

MASTER CLASS

Thursday 9 October 2008, 18h00

Ramada Park Hotel Avenue Louis-Casaï 75-77, Genève-Cointrin 1216

What does it take to create great brands? How can companies and organizations build strong relationships with customers and stakeholders? How do all the communication "touch points" fit together? Our panel of global experts from communications, design and marketing will take you through the issues and challenges of branding today in this once-only "master class".

Panel members:

- Mr Peter Borowski, Group Creative Director, LPK
- Mr Howard Roberts, Global Director, Lovemarks - Saatchi & Saatchi
- Ms Victoria Dix, Managing Director, Cohn & Wolfe
- Moderator: Ms Michele Mischler, Journalist, World Radio Switzerland

Agenda:

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|-------|--------------------------|
| 18h00 | Registration and welcome |
| 18h30 | Presentations and Q&A |
| 20h00 | Cocktail and networking |

Entry fee:

25 CHF (15 CHF for GWIT members and IUN Alumni)

Organisers:



Media Partner:

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L'AGEFI
La couleur de l'économie.

Response Slip: You can register online (www.iun.ch), by fax (022 710 7111), post (International University in Geneva, ICC, Rte de Bois 20, 1215 Geneva) or include this information in an email (info@iun.ch).

[] Yes, I would like to participate. [] No, I cannot participate but please keep me informed of future conferences.

Name: _____ Company: _____ Email address: _____