

Annual

# BRANDING CONFERENCE

7 June 2011

Pre-conference workshop

**Why and how value brands?** Myths and truths about brand valuation practice

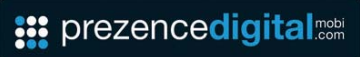
*Presented by International Expert & Author Gabriela Salinas, Global Brand Manager, Deloitte*

8 - 9 June 2011

Two-day conference

The Radisson Blu Gautrain Hotel, Sandton Johannesburg

## PARTICIPATING ORGANISATIONS

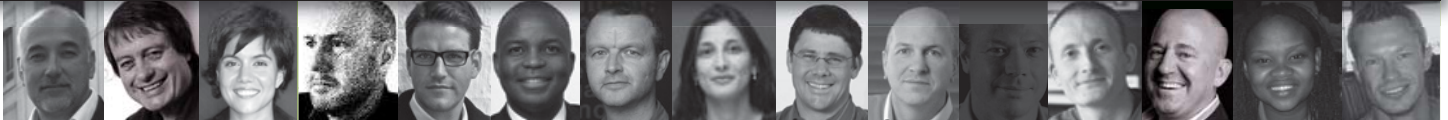


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As always the Knowledge Resources **Branding 2011** conference and pre-conference workshop features top experts and brands! **REGISTER TODAY!**

## KEY TOPICS AND SPEAKERS



### USING HUMAN UNIVERSALS TO CREATE GLOBAL BRANDS THAT TRANSCEND CULTURE

(INTERNATIONALLY RECOGNISED EXPERT)

**Dr Jannie Hofmeyr**, *International Director of Innovation, Synovate*

### SCENARIO PLANNING AS THE FOUNDATION OF BRAND STRATEGY IN TODAY'S VOLATILE SOCIO-ECONOMIC AND BUSINESS ENVIRONMENTS

**Patrick Collings**, *Managing Partner, Sagacite*

### CORPORATE CITIZENSHIP – USING YOUR BRAND TO LEAD AND INSPIRE

**Doug de Villiers**, *CEO, Interbrand Sampson*

### BRAND INNOVATION AT THE BASE OF THE PYRAMID

**Dr Tashmia Ismail**, *Head of BoP, Gibbs*

### WELCOME TO THE AGE OF THE PROSUMER!

**Jason Levin**, *Managing Director, HDI Youth Marketeers*

### CASE STUDY: MARKETING KFC IN THE 21ST CENTURY

**David Timm**, *Chief Marketing Officer, KFC*

### CASE STUDY: KULULA - A PROMISE MADE AND A PROMISE KEPT: KEEPING A BRAND RELEVANT THROUGH THE YEARS!

**Heidi Brauer**, *Executive Manager: Group Marketing, Comair*

### THE JOURNEY TO BUILD A STRONG GLOBAL BRAND: FROM VISION TO ENGAGEMENT

(INTERNATIONAL SPEAKER)

**Gabriela Salinas**, *Author & Global Brand Manager, Deloitte*

### AFRICA: NEW GLOBAL INSPIRATION FOR DESIGN, BRANDING AND CULTURE

**Thebe Ikalafeng**, *Founder, Brand Leadership Group*

### HOLISTIC BRAND BUILDING IN EMERGING MARKETS

**Sean McCoy**, *CEO, HKLM Group*

### HOW TO CREATE EFFECTIVE INTEGRATED COMMUNICATIONS ACROSS MULTIPLE PLATFORMS

**Pete Case**, *Creative Director, Gloop*

### CASE STUDY: THE STORY OF THE CELL C RE-BRANDING

**Simon Camerer**, *Executive Head Marketing & Customer Operations, Cell C*

### CASE STUDY (SIMBA & DORITOS): LINKING CONSUMER INSIGHT TO OPPORTUNITY – THE STRATEGIC FOUNDATION OF CONSUMER BRAND ENGAGEMENT IN THE DIGITAL SPACE

**Nthabiseng Hlope**, *Senior Brand Manager, Simba*

**AND MORE...**

## SPONSORSHIP/EXHIBITION OPPORTUNITIES

For options available please contact **Debbie Atwell** [debbie@knowres.co.za](mailto:debbie@knowres.co.za) or +27 83 651 1664

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Conveniently situated, The Radisson Blu Gautrain Hotel, Sandton, is right next to the Gautrain!

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Travel on the **GAUTRAIN** from **O.R. Tambo** to the venue

The Gautrain system provides a safe, comfortable and reliable transport service between O.R. Tambo International Airport and the Sandton CBD. The Gautrain system includes:

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07:30 - 08:15

**Registration and early morning refreshments**

08:15 - 08:20

**Welcome**

08:20 - 09:20



**The journey to build a strong global brand: From vision to engagement** INTERNATIONAL SPEAKER

**Gabriela Salinas**, *Global Brand Manager, Deloitte and author of The International Brand Valuation Manual*

The presentation will focus on the impact that a clearly defined and meaningful brand vision can have in the attitudes and beliefs of employees towards the brand. In many organisations today, employees are the main vehicles for delivering the brand promise, yet very few resources are allocated to manage the brand internally. We will explore the tools, techniques and benefits of investing in the employer brand, the best practices by sectors and the increased relevance that this discipline has acquired in the last decade.

- After all, what is a strong brand?
- Corporate vs product brands, products vs services
- Organisational psychology, individual values and internal commitment
- Why invest in developing my internal brand?
- Different approaches towards brand engagement
- Brand engagement: from cynicism to evangelisation
- Is the brand still important in times of crisis with reduced rotation rates?
- Case studies from different types of organisation

09:20 - 10:05



**Scenario planning as the foundation of brand strategy in today's volatile socio-economic and business environments**

**Patrick Collings**, *Managing Partner, Sagacite*

In today's turbulent socio-economic environment, brand strategy and the management of brands needs to move away from the decades-old marketing toolbox and embrace new management thinking and theory better equipped to deal with uncertainty and constant change. The foundation of this new management thinking is scenario planning. This presentation will look at:

- The need for a new approach to brand strategy and management in turbulent times.
- Introduction to scenario planning and how it's underpinning the latest thinking in business and brand strategy.
- Overview of the scenario planning process, which has been equated with chess: simple to learn but difficult to master.
- Turning scenarios into actionable strategies through processes such as rapid adaptive strategy.

10:05 - 10:30

**Tea**

10:30 - 11:15

**Corporate Citizenship – using your brand to lead and inspire**



**Doug de Villiers**, *CEO, Interbrand-Sampson Group (Best Branding & Design Agency 2010 -FinWeek AdReview)*

Sustainability, zero net impact, carbon neutral, carbon offsets, re-forestation, super funds, Environmental Protection Agency punitive policy mandates, zero tolerance, infrastructure rebuilding and energy efficiency: When it comes to corporate citizenship, the language and the mentality of the corporation (large and small, national and global) is to do nothing more than is regulated, legislated and mandated in order to be a good corporate member of society. How utterly uninspired and irrelevant can a movement be?

11:15 - 12:00



**How to create effective integrated communications across multiple platforms**

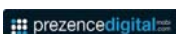
**Pete Case**, *Executive Creative Director, Gloo Digital Design (Digital Agency of the Year 2010)*

The realities of creating integrated marketing and communication campaigns across multiple mediums here in South Africa. By showcasing 3 local case studies of integrated work, he will explain his views on the best approach to create integrated thinking from your communication partners and how to get the most impact for your brand. The benefits of integrated thinking in terms of maximising budgets and creating more relevant and engaging messaging to your audiences. He will also showcase 2 international case studies that highlight where integrated thinking is heading internationally.

12:00 - 12:50

**Lunch**

12:50 - 13:35



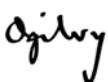
**Mobile – taking your brand to the masses!**

**Tim Bishop**, *Chief Technical Officer, Prezence Digital*

The growth of 'mobile' in SA and Africa is exploding and yet brands are struggling to find their way through the clutter of disinformation to properly take advantage of this 24/7 365 conversation enabler. Tim will discuss:

- How to create perfect mobi platforms providing beautiful and rich brand experiences regardless of handset.
- Context, relevance, cost and (limited) technology are critical factors – how to mobilise brands for the masses.
- Choosing the right mobile technologies for 100% African penetration: Mobi, SMS, USSD and the 'Apps' debate.
- Dispelling the myths - Mobile technology is here now and so are the customers, lets go!

13:35 - 14:20



**360 Marketing is dead!**

**Jason Knight**, *Strategic Planning Director, Brand Activation*

We need to change our perspectives on communication, integration and the ability to achieve relevance in a rapidly evolving environments. Brands need to understand the role of all the different communication environments and the role they play in reaching and engaging with consumers. Jason will talk about the evolution of the 360 approach and how all the different media need to evolve. Within this presentation, Jason will cover: **mobile, social media, "traditional media" and digital.**

14:20 - 14:35

**Tea**

14:35 - 15:20



**Case study: Kulula - a promise made and a promise kept: keeping the brand relevant over the years**

**Heidi Brauer**, *Executive Manager: Group Marketing, Comair*

15:20 - 16:05



**Welcome to the age of Prosumer!**

**Jason Levin**, *Managing Director, HDI Youth*

Young consumers the world over are inverting the power balance from brand-down to consumer-up. This is a trend fueled by teen and young adult demand for control. Where will their heavily informed brand and product opinions, their highly connected world and their whoosh-like word-of-mouth take brands this decade?

16:05

**Wrap up and closure day one**

07:30 - 08:15

**Registration and early morning refreshments**

08:15 - 08:20

**Welcome**

08:20 - 09:20

**Using human universals to create Global Brands that transcend culture**



**Dr Jannie Hofmeyr, International Director of Innovation, Synovate**

We all know that 'Coca-Cola' translates badly into Chinese; and take out the lesson that branding has to pay attention to local culture. But great branding transcends all cultures. And the way it does so is by tapping into the human universals that connect all people. In 'Using Human Universals to create Global Brands', Hofmeyr talks about how great brand builders build great global brands'

09:20 - 10:05

**Holistic brand building in emerging markets**



**Sean McCoy, CEO, HKLM Group**

- Global realities – a look at some of the forces impacting the way people interact with brands
- Emerging market translation – a look at the specific challenges to brands in the region
- The shifting sands – what your brand is expected to do now

10:05 - 10:30

**Morning tea**

10:30 - 11:15

**Africa: New global Inspiration for design, branding and culture**

**BRAND LEADERSHIP** <sup>(B)</sup>

**Thebe Ikalafeng, Founder, Brand Leadership Group (2011 REBRAND Global Awards Winner)**

- Insights on building global brands
- Re-imagining African perceptions and Afropessimism
- Leveraging African insights to inspire innovation of African brands or re-invention of global brands
- Role of nation brand and decision-makers in creating a favourable climate for African brands
- Lessons from global African brands

11:15 - 12:00

**Case study: Marketing KFC in the 21st Century**



**David Timm, Chief Marketing Officer, KFC**

12:00 - 12:50

**Lunch**

12:50 - 13:35

**Brand innovation at the base of the pyramid**



**Dr Tashmia Ismail, Head of BoP, Gordon Institute of Business Science**

- Can you copy and paste your brand into a low income markets or do you have to think differently about your brand and the value it delivers?
- Sustainable business models – what does this mean in a low-income environment?
- Innovation and brand collaboration – a new value proposition

13:35 - 14:20

**Case Study (Simba & Doritos): Linking consumer insight to opportunity – the strategic foundation of consumer brand engagement in the digital space**



**Nthabiseng Hlophe, Senior Brand Manager, Simba**

A case study discussing the perennial debate of how, even in a rapidly changing market landscape, a causally integrated marketing strategy can ensure that brands prove to be adept in the digital space and attain their base business objectives

- Linking Exchange to Experience
- Optimising Online Reputation- ("Shares" vs. "Likes")

14:20 - 14:35

**Tea**

14:35 - 15:20

**The story of Cell C re-branding**



**Simon Camerer, Executive Head Marketing & Customer Operations, Cell C**

This presentation will delve into why and how Cell C rebranded so successfully in such a short space of time.

15:20 - 16:05

**Empirical tools to guide brand marketing decision-making'**



**David Blyth, Group Managing Director, Yellowwood Future Architects**

Yellowwood will share some tools to show how research is used in different ways to make for better business decision-making.

16:05

**Wrap up and closure**



## How and why value brands? Myths and truths about brand valuation practice

Presented by **Gabriela Salinas**, International Author and Global Brand Manager, Deloitte

With the increasing recognition of the value of brands, the brand valuation discipline has developed rapidly. The proliferation of new methods and techniques for the valuation of brands has accelerated in the last ten years. This has resulted in some confusion and lack of credibility in the tool. This trend and the fact that the new accounting rules require to estimate the fair value of intangible assets (among them, the brand) for a business combination and the lack of consensus to estimate the brand fair value, highlights the need to review and evaluate different brand valuation methodologies to determine those that are acceptable and recommendable to determine and track brand value for different kinds of objectives.

The purpose of this workshop is to review different brand valuation methodologies, in particular those most extensively used, their advantages and disadvantages, the applications of brand valuation and the best practices in the field.

### Agenda

#### Session 1 – Introduction to basic brand valuation-related concepts

- What do we mean by brand?
  - Different perspectives in defining brand: what are we valuing?
  - Corporate brands, reputation and product or service brands
  - Brand identity, perceptions, reputation or intangible asset?
  - Brand definition and objectives of brand valuation
- What do we mean by brand value?
  - Brand equity vs brand economic value
  - Brand value drivers: how do brands create value?
- What do we mean by brand valuation?
  - Brand valuation vs brand evaluation
  - Is brand valuation a science?
  - Risk vs return

#### Session 2 – Brand valuation applications

- Transactional purposes
- Legal purposes – in particular, witness expert work
- Accounting purposes –, in particular, business combinations and PPAs
- Brand management purposes – in particular
  - Determination of Return on Brand Investment: How is it done? Is it real return or just another indicator?
  - Assessment of different brand strategy decisions – brand architecture, brand extension, etc.

#### Session 3 – Brand valuation approaches

- Description of different approaches
- Most commonly used approaches in the field of brand valuation
- Most appropriate approaches for valuing brands
- Components of a brand valuation model: risk and return
- Enfoques más utilizados
- Method and process for valuing brands
- What do we need to know before valuing any brand?
- Choice of the appropriate methodology
- Affinity of methodologies and applications

#### Session 4 – Brand valuation methodologies

- Main providers in the industry
- In-depth review of selected proprietary methodologies: Description and critique of methodologies widely publicised through magazine rankings: Review of three methodologies developed by Interbrand: multiples (1988), DCF (1993) and their revised 2010 methodology; Brand Finance Methodology; Millward Brown Methodology
- Taxonomy of brand valuation providers and models
- Convergence and divergence of methodologies: practical vs theoretical models
- Most common mistakes in brand valuation

#### Session 5 – Application of key general and proprietary methodologies

- Demand driver analysis (Interbrand)
- Royalty Relief (Brand Finance)
- Multiples based on market research (Millward Brown Optimor)

#### Session 6 – Future of the industry

- Industry and technical trends
- Winners and losers
- The trends for different disciplines and areas of brand valuation – accountants; marketers; regulators
- Focus: The trend for standardisation and ISO 10668

### Attend this workshop and discover

- Why is brand valuation increasingly relevant?
- Why (applications) and how (methodologies) can we value brands?
- What are the most common mistakes in brand valuation?
- How can I pick the appropriate brand valuation agency/provider according to my business objectives?
- How do I report the KPIs and values of internally generated vs acquired brands?

### Who should attend

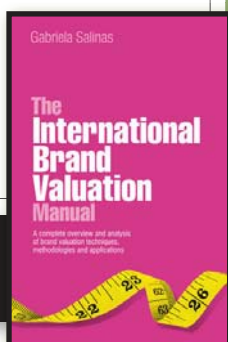
- Top executives, including CEOs, Managing Directors, members of the Board and CFOs
- Corporate Finance executives
- Brand management executives (CMO, Marketing VPs, Communications Director, Brand Managers, Marketing Managers)
- Investor Relations executives
- Business Development executives (Business Development VP, Business Development Director, Licensing executives)
- Trademark Attorneys and IP Lawyers
- Market research specialists
- IP Valuation Specialists and Chartered Accountants

### Benefits/takeaways from workshop

- Understanding the concept of brand as intangible asset and being able to distinguish it from other concepts that are erroneously used as synonyms
- Studying the main variables that intervene in the brand valuation process and other types of marketing-related intangible assets
- Reviewing the main purposes of brand valuation
- Reviewing different valuation methodologies, and understanding their advantages and disadvantages, as well as the most common mistakes in brand valuation practice

### Briefly about Gabriela Salinas

As Global Brand Manager at Deloitte, she advises internal and external clients on brand strategy and valuation related issues. She has a broad international experience, having worked in New York, Buenos Aires, Singapore, London and Madrid for clients such as Bank of America, Johnson & Johnson and General Motors as well as for other international companies working on projects that have required a broad range of strategic solutions including brand positioning, brand engagement, brand architecture and brand measurement. Gabriela has led several research projects in this field and is now teaching Brand Management and Brand Valuation at the Institute of Intangible Assets/EOI, Pompeu Fabra University, IE Business School and ICADE University in Spain. She has written and had published several academic articles and papers, and is the author of several books on brand valuation, including *Brand Valuation: A Review of Approaches, Providers and Methodologies*, *Brand Valuation: Measuring to Create Value* and *The International Brand Valuation Manual*.



### ADDED VALUE!

Each delegate attending the pre-conference workshop will receive a copy of **The International Brand Valuation Manual**, by Gabriela Salinas!

## Meet the Speakers



### **Dr Jan Hofmeyr, Global Director of Innovation for Brand Communications Research, Synovate**

South Africa-based Jan Hofmeyr is one of the world's leading brand commitment experts. In 2006, Jannie joined Synovate to become its Global Director of Innovation for brand and communications research. In the short time that he's been with Synovate, he has developed the company's new 'Brand Value Creator' – a new approach to brand and communications research which goes far beyond other brand-health tracking systems. Jan is also the developer of the Conversion Model, which is the most widely used customer equity measure in the world and used by 22 of the 25 most valuable brands in the world. Jan works with leading companies around the world. These include: The Coca-Cola Company, Levi Strauss & Co, Philip Morris, Nokia, American Express, Procter & Gamble, IBM, Intel, Hewlett Packard, et al. In 1989 Jan and Butch Rice won the best paper award at the annual convention of the South African Marketing Research Association. In 1999 he and Butch Rice won the best paper award at the annual ESOMAR convention in Paris. In 2007, Jan won the People's Award Best Paper at the Australian Marketing Research Congress; and in 2008 Jan and his colleagues were awarded the David Winton award for Innovation by the Marketing Research Society of the UK. Jan has recently been invited to Harvard Business School to present a marketing seminar on commitment to post-graduates and senior staff. He has authored or co-authored three books including *The Cynics Guide to the Stock Exchange*, *Religion, Intergroup Relations, and Social Change in South Africa*; and *Commitment-led Marketing*, co-authored with Butch Rice.



### **Gabriela Salinas, Author and Global Brand Manager, Deloitte**

As Global Brand Manager at Deloitte, she advises internal and external clients on brand strategy and valuation-related issues. She has broad international experience, having worked in New York, Buenos Aires, Singapore, London and Madrid for clients such as Bank of America, Johnson & Johnson and General Motors, as well as for other international companies, working on projects that have required a broad range of strategic solutions including brand positioning, brand engagement, brand architecture and brand measurement. Gabriela has led several research projects in this field and is now teaching Brand Management and Brand Valuation at the Institute of Intangible Assets/EOI, Pompeu Fabra University, IE Business School and ICADE University in Spain. She has written and had published several academic articles and papers is the author of several books on brand valuation, including *Brand Valuation: A Review of Approaches, Providers and Methodologies*, *Brand Valuation: Measuring to Create Value* and *The International Brand Valuation Manual*.



### **Patrick Collings, Managing Partner, Sagacite**

Patrick is a senior brand strategist and partner at Sagacite Brand Agency, a South African-based management and creative consultancy focused on brands and branding. Sagacite's clients include major South African and international brands. Patrick specialises in holistic brand strategy, which combines the business and creative sides of branding, and digital brand strategy. He has consulted to clients in various industries, including financial, professional services, Internet, non-governmental regional organisations, wine, environment, media, publishing and marketing services. Patrick has written on brands and branding for various publications. He is the author of the acclaimed *Brand Architect* blog, which is read in over 165 countries. Patrick also presents on holistic brand strategy and digital brand strategy at South African and international conferences and workshops. In recognition of his work, Patrick was awarded the international Brand Leadership Award at the 17th Asia Brand Congress in 2008.



### **David Timm, Chief Marketing Officer, KFC**



### **Doug de Villiers, Group CEO, Interbrand-Sampson Group**

As CEO of Interbrand Sampson, Doug heads up the Interbrand operations in sub-Saharan Africa and is responsible for building and delivering great global brands in Africa. Widely recognised as Africa's leading authority on branding, Doug is a founding director of Interbrand Sampson Africa and he has used his extensive brand experience to extend Interbrand Sampson's powerful global presence throughout Africa. Previous positions held with the Holderbank group in Switzerland (including a secondment to McKinsey), have earned him a powerful reputation as both a business- and branding specialist. From international mergers and acquisitions to product development on a global scale, he wears both hats with ease. Doug has multiple qualifications in business & branding, as well as several post graduate qualifications in marketing. Doug is an Executive Fellow and lecturer on Branding at Strathmore Business School, as well as a regular presenter and lecturer at international brand and reputational conferences and events. Key clients include MTN, East African Breweries, Microsoft, Access Bank, BGL, Pfizer, Strathmore Business School, Oilibya, Travant Capital, Tsogo Sun, Kraft Foods, TWP, CBA, KCB, ABSA, Standard Bank, BGL, Deloitte Consulting and several governments including; Botswana, Kenyan and Turkey.



### **Pete Case, Executive Creative Director, Gloo Digital Design**

Gloo is South Africa's most awarded Digital Agency and has won Fin Week's prestigious Agency of the year in 2007, 2008, 2009 and 2010. Specialising in integrated digital marketing, Pete's personal creative credits include recognition at: Cannes, Echo, The Emmys, Promax, The Loeries, D&AD, CLIOs, The New York Advertising Festival, The Design Indaba Awards, Assegai, Caples, Webby and The Bookmarks. He has been asked to judge at many international awards shows including The One Show, CLIOs, The Dubai Lynx, The Broadcast Design Awards and Promax.



### **Thebe Ikalafeng, Founder, Brand Leadership Group**

Ikalafeng is arguably one of Africa's foremost brand authorities. A respected brand builder, he has been recognised as one of the Top 10 Thinkers in Marketing in an Ipsos survey among business decision-makers in southern Africa. He has been recognised with a Marquette University/American marketing association "Award for Marketing Excellence" and "Global Brand Leadership" by the Asia Brand Congress. Ikalafeng's distinguished career is highlighted by his leadership of NIKE Africa to over 75 local and global awards, including the 10 Cannes Lions and the Institute of Marketing Management's Marketing Company of the Year Roll of Honour and leading Brand Leadership to the Fin Week "Marketing Services Agency of the Year, 2008." He has served on leading corporate boards and all notable industry bodies. Ikalafeng earned BSc Business Administration and MBA degrees at Marquette University in the USA, and executive education in Finance at Wits and Harvard Business Schools. He advises, teaches and speaks globally in personal, commercial, political and nation branding and related matters.

**Heidi Brauer, Executive Manager: Group Marketing, Comair**



**Jason Levin, Managing Director, HDI Youth Marketeers**

Following a BCom (Hons) in Marketing and a false start in the financial services sector, Jason followed his heart into advertising as a strategist at the Financial Mail's 1998 Emerging Agency of the Year, tool®. Later that year, he took on the Managing Directorship and assisted in re-defining the offering in the purely digital (internet and multimedia) space. He realigned the company to TBWA\Hunt\Lascaris, and relaunched it as Digerati, in 2000. After six exciting years working with large South African and international brands; numerous awards and the launch of the first major digital art exhibition, he returned to his first love – strategic marketing as a brand consultant with TBWA's consulting company, The Disruption Consultancy. In April 2008, Jason was lured over to HDI Youth Marketeers as their new MD where he now spends his time understanding what makes young South Africans tick.



**Sean McCoy, CEO, HKLM Group**

Sean is a founder member and CEO of the HKLM Group, a leading independent strategic brand consultancy that has made a major impact on the South African market and has a growing international reach. Previously Managing Director at Enterprise IG Africa Middle East and Specialised Exhibitions Sean has a 25 year track record in branding and marketing and has worked across a broad range of industry sectors in numerous countries throughout Africa and across the world, including emerging markets such as India, China, Russia and the Middle East region. He holds B.Com and MBL degrees and will complete his Doctorate this year, specialising in Brand Alignment for Sustainable Competitive Advantage; an area of branding he is extremely passionate about, with an industry career spanning 25 years; centered on business and brand strategy, key account management, business development and general management.



**Nthabiseng Hlophe, Senior Brand Manager, Simba**

Nthabiseng Hlophe is a Senior Brand Manager at Simba (Pty) Ltd. Her professional experience spans various marketing, sales and trade marketing positions in the FMCG industry. She holds a BCom degree from the University of KwaZulu-Natal and has completed a MDP (Management Development Programme with distinction) from the University of Pretoria. Nthabiseng is passionate about pioneering groundbreaking, integrated solutions that build effective relationships for brands. Among her successes as custodian of the Corn portfolio at Simba (Pty) Ltd she can list managing leading local and global brand strategy and activities.



**Dr Tashmia Ismail, Head of BoP, Gordon Institute of Business Science**

Tashmia is employed jointly by the European Union and The Gordon Institute of Business Science as a co-ordinator and researcher on a three-year innovation project involving eleven countries. The ultimate aim of this project is to inform EU policy on the creation of synergistic relationships with emerging economies and to manage the globalisation of knowledge creation. In this role Tashmia works closely with partners at institutes in Norway, Sweden, Copenhagen, Italy, Germany, Estonia, UK, China, India, Brazil and South Africa. Tashmia heads the GIBS Base of Pyramid hub. The purpose of this hub is to aggregate, codify and disseminate academic and business knowledge on the low income market space. The hub hopes to promote the concept of inclusive markets through research and dialogue. Tashmia lectures and facilitates in the areas of innovation and corporate strategy in low-income markets. In November of 2006 she applied for and won a full scholarship to study for a two-year MBA at the Gordon Institute of Business Science. Tashmia was placed on the dean's list of top ten MBA students for her class in 2007, won the Corporate Finance prize and achieved a distinction for her dissertation which explored macroeconomic variables and foreign direct investment in developing economies.



**Tim Bishop, Chief Technical Officer, Prezence Digital**

With more than 15 years in the online and mobile industry, Tim was the founder of the highly successful UK based new-media company 'Prezence Digital' in 1998 producing ground breaking digital work for record companies, music artists and brands worldwide. Spearheading Prezence Digital's expansion into South Africa in 2002, Tim quickly established the Prezence Digital SA team to become one of the country's leading new media and mobile creative agencies. Tim's focus is very much 'digital for the masses' and has been instrumental in high profile technological developments within Africa, digital brand strategy and enhanced user experiences across online, touch and mobile platforms. The Prezence Digital divisions have now become leading players in mobi site development and interactive mobile technologies, and Tim is extremely passionate about enabling brands to take advantage of the prolific handset usage and growth in Africa.



**Jason Knight, Strategic Planning Director, Brand Activation**

Jason is the Strategic Planning Director of Brand Activation. After "studying" in Stellenbosch he completed post grad in marketing communications. Jason has a vast array of strategic planning experience having worked with a variety of different categories and brands, both locally and globally. Some of these brands include Unilever, BMW, BP, Investec, Apple, SAB, The Coca Cola Company, Nike, and Sun International amongst others.



**Simon Camerer, Executive Head Marketing and Customer Operations, Cell C**

Simon the Executive Head of Marketing and has been with Cell C since 2004. Prior to joining Cell C he served as Marketing Director for the Walt Disney Company in Europe, as well as having held other Senior International Marketing and Strategy positions at Anderson Consulting (now Accenture) and Saatchi and Saatchi Advertising. Simon obtained a BA at Stellenbosch and an MBA at Thunderbird – The American Graduate School of International Management. He is a Fellow of the Chartered Institute of Marketing (UK) and a member of the American Marketing Association.



**David Blyth, Group Managing Director, Yellowwood Future Architects**

David is an experienced marketing and brand strategy practitioner with some 18 years in the industry. He has a BCom in Marketing & Business Administration & an Honours Degree in Advanced Strategic Marketing & Business Economics. He recently joined Yellowwood after returning from London where was Principal Consultant at Everystone Group, WPP's boutique marketing consultancy. David also worked across The Brand Union London where he led various consulting initiatives for Bank of America, Merck Serono, the UK Government and Abu Dhabi Investment Corporation. Prior to moving to London, David was the Managing Director of The Brand Union Johannesburg from 2005 and prior to this, Strategy Director for Africa Middle East working on clients like ABSA (Barclays), Development Bank of Southern Africa, De Beers, Rogers Group Mauritius, Al Rajhi Bank in Saudi Arabia, Nakheel in Dubai, Kuwait National Cinemas, Standard Bank Group and Southern Sun. David's broader experience covers a wide variety of sectors having worked in senior positions in agency groups TBWA, FCB & Grey Worldwide. He has worked with many leading global organisations and brands including Procter & Gamble, Heineken, Avis, Diners Club, Masterfoods, Mazda and Smithkline Beecham. David is a regular speaker on branding related subjects including the 10th International Design Indaba. He was Chairman of 'think' (South African Communication Design Council) and has sat on advisory council for various educational institutions.

## REGISTRATION FEE

A	How and Why Value Brands: Pre-conference workshop	R 4 500
B	Two-day Conference	R 8 950
C	Day 1 of Conference: 8 June	R 4 500
D	Day 2 of Conference: 9 June	R 4 500
E	Pre-conference workshop & Two-day conference	R 11 950 Save R 1 500

The above fees include VAT, refreshments, lunch, parking and conference/workshop material.

## TERMS AND CONDITIONS

Please note: Payment must be received before the event takes place. Knowledge Resources reserves the right to refuse admission where evidence of payment cannot be shown.

### CONFIRMATION OF BOOKING

Please note: If you have not received confirmation in writing, of your booking before the event, please contact us on 011 880 8540 to confirm that we have received your registration.

### SOMETHING HAS COME UP AND I CANNOT ATTEND

If you cannot make it to the event, you have several options (the below options need to be received in writing):

- You may send a **substitute** delegate in your place, please inform the Customer Care Department of the new name for registration purposes. No additional charges will be applicable for substitutions
- You may **transfer** at no extra charge to another event, provided you do so in writing at least 10 working days before the event. Transfers within the 10 working days will be charged an administration fee of 20%
- You may **cancel** your registration, in writing, up to 10 working days before the event takes place. Cancellations inside of 10 days will be liable for the full fee
- Unfortunately, **no refund or credit** can be given to delegates who do not attend without giving prior notice
- Registrations received during the 10 working days before the event date, will not be excluded from any terms & conditions

In the event of unforeseen circumstances Knowledge Resources reserves the right to change the programme content, the speakers, the venue or the date. You will be notified no less than 5 working days prior to an event. Should the event be postponed, you will have the option to attend the next available date of the relevant event. The registration fee will be credited on delegate accounts, should they opt not to attend the next available date of the relevant event or in the case where an event is cancelled.

### PAYMENT

- Cheques should be made payable to Knowledge Resources (Pty)Ltd. Please do not mail any cheques.
- Electronic Transfer or Direct Deposit into our bank account, validated by faxed copy of transaction slip Nedbank Cresta, Account No.: 1913164489 Branch Code: 191305, FAX: 011 880 8700

Please note: Payment must be received by no later than 15:00 the day before the first morning of the event.



Are you a member of the Universal Lifestyle 360° loyalty programme?

If 'yes' complete member no/s. below:  YES  NO

DELEGATE 1

DELEGATE 2

DELEGATE 3

DELEGATE 4

DELEGATE 5

## SPECIAL OFFER

- Register 3 delegates and the 4th delegate attends free of charge!
- Special discount for registered NPOs, small businesses (30 or less employees) and full-time lecturers at universities/colleges/ schools – contact us for more information!

## REGISTRATION METHODS

- Register online GO TO [www.kr.co.za](http://www.kr.co.za)
- Phone Plaxy Kathumba on 011 880-8540
- Fax completed registration form to 011 880-8700 / 9829
- Email completed form to [plaxy@knowres.co.za](mailto:plaxy@knowres.co.za)

Once payment has been made please fax through proof of payment with the event's name written in the top right-hand corner

**PLEASE NOTE** Delegates will not be allowed entry to the event if payment has not been received

Booking made by

Phone  Email

Date  Signature

By signing this registration form, the delegates agree to the enclosed terms and conditions

### DELEGATE 1

Tick option  A  B  C  D  E

Name  Title

Designation

Phone  Fax

Cellular  Email

Company

Company VAT Number

Postal Address

Postal Code

Dietary Requirements

### DELEGATE 2

Tick option  A  B  C  D  E

Name

Title

Designation

Cellular

Fax

Email

Dietary Requirements

### DELEGATE 4

Tick option  A  B  C  D  E

Name

Title

Designation

Cellular

Fax

Email

Dietary Requirements

### DELEGATE 3

Tick option  A  B  C  D  E

Name

Title

Designation

Cellular

Fax

Email

Dietary Requirements

### DELEGATE 5

Tick option  A  B  C  D  E

Name

Title

Designation

Cellular

Fax

Email

Dietary Requirements

## CREDIT CARD PAYMENT

Card Holders  Visa / Master  Amex  Diners  Mark appropriate box  Expiry Date

Card No.  CCV No.

Amount  (All prices include VAT)

Date  Signature