



Putting a value on your brand

2nd March 2017

A joint event from B2B International
& Brand Finance

Brand Finance[®]

B2B
International

Value Of The B2B Brand

Every organisation knows that its brand holds a certain amount of value – from the brand associations that differentiate the organisation from the competition, to the brand strength that helps keep the brand top of mind, to the monetary value of the brand as an intangible asset. But how do organisations go about determining the value of their brands, and how can this information be used?



Our “Value Of The B2B Brand” event brings together some of the leading practitioners in the area of brand valuation and brand measurement. Sessions will look at the latest thinking in B2B branding: from the role of emotion in B2B branding, to the importance of B2B branding to an organisation; as well as the latest findings from B2B International’s survey of B2B marketers, and the opportunities for B2B brands.

We will also look at how organisations measure the health of their brands, and how businesses can use this information to drive action. The Brand Finance team will talk us through the importance of putting a financial value on your brand, how this is done in B2B markets, and the benefits this brings to organisations that do this. Plus there will be the opportunity to network with industry peers over lunch once the sessions have completed.





Event Information



DATE & TIME

The event will take place on: 2nd March 2017.

This half-day event starts with welcome drinks and registration at 09:00. A full agenda of the day can be found on page 4.



LOCATION

The event will be held at Brand Exchange; a rich and characterful setting in the heart of London's bustling financial centre.

Brand Exchange
3 Birchin Lane
London, EC3V 9BW



SIGN UP

To confirm your place at the event, email Matthew Powell at:
matthewp@b2binternational.com



Session outline



SESSION 1: The value of B2B branding

Speakers: Carol-Ann Morgan, Antoine Philippe & Matthew Powell



- Introduction to B2B branding
- Current thinking on B2B branding
 - The emotion in B2B branding
- The importance of B2B branding to the organisation
 - Words from a B2B brand manager
 - The external and internal benefits of a strong brand – aligning the B2B workforce
- B2B Marketers and their brands - A few findings from the B2B marketing survey
 - The importance of brand to B2B marketers
 - The opportunity for B2B brands with a strong USP
 - Use of NPS , brand monitoring and actioning results



SESSION 2: Measuring your brand

Speakers: Nick Hague



- Why measure brand health?
- How to measure brand health – the methods and metrics
- The brand health wheel: a tool for brand metrics
 - Strength of awareness and consideration (Widening the funnel)
 - Brand positioning (Differentiating and influencing choice)
 - Brand delivery (Satisfaction and loyalty to aid advocacy and reduce churn)
- Making it actionable – a framework for identifying actions
- Q&A with Antoine Philippe on implementing brand measurement and actioning results



SESSION 3: Putting a financial value on your brand

Speaker - part 1: Bryn Anderson & Andy Moore (60 minutes)

Speaker - part 2: David Haigh (30 minutes)



- Brand Finance session – the importance of putting a value on the brand to understand your asset, and how critical all the metrics are in the equation to doing this (financials as well as the brand measurement metrics collected through research)

Agenda

09:00 - 09:30



Registration

(30 minutes)

09:30 - 10:30



**Value of the
B2B brand**

(60 minutes)

10:30 - 11:15



**Measuring
your brand**

(45 minutes)

11:15 - 11:45



Coffee break

(30 minutes)

11:45 - 12:45



**Putting a financial
value on your brand - Part 1**

(Bryn Anderson, Andy Moore, 60 minutes)

12:45 - 13:15



**Putting a financial
value on your brand - Part 2**

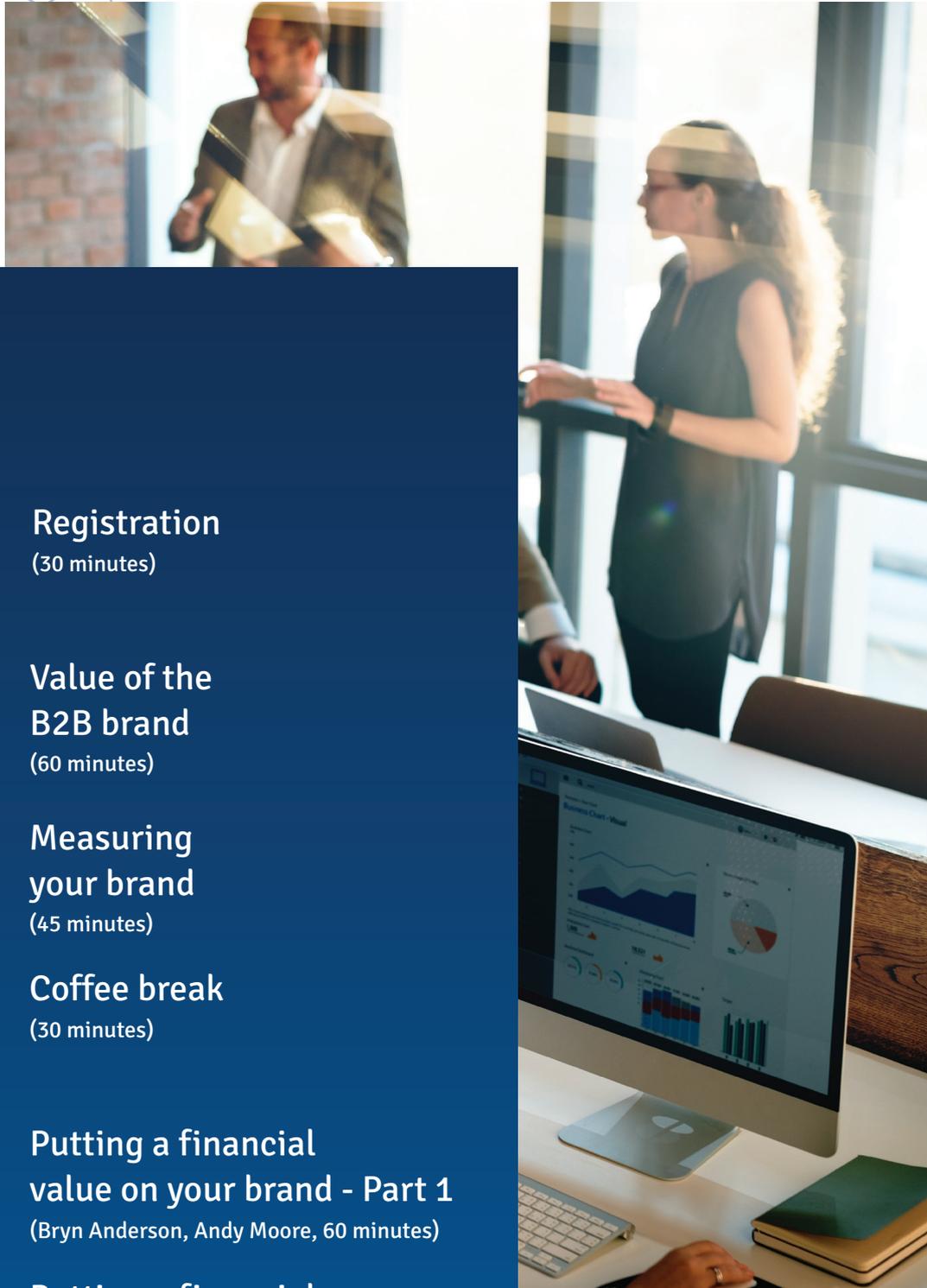
(David Haigh, 30 minutes)

13:15 - 14:15



**Lunch
and networking**

(60 minutes)





David Haigh

Brand Finance, Founder

David is the CEO and founder of Brand Finance plc, the leading independent brand valuation consultancy. David qualified as a Chartered Accountant with Price Waterhouse in London. He has worked in the area of branded business, brand and intangible asset valuation since 1991 and since January 1995 has specialised entirely in this area. David has represented the British Standards institute on the International Standards Committee working party on the standardisation of brand valuation methods and practices, whose standard (ISO 10668) was published in early 2010.

David is a passionate writer and has written many articles for the marketing and financial press on branded businesses and brand valuation and is the author of numerous publications. He also lectures on the subject of branded business, brand and intangible asset valuation at many of the leading business schools around the world.





Antoine Philippe

Marketing, Brand & Customer Experience Expert

Antoine believes in the power of B2B brands to transform companies, engage employees and better serve customers. He is a Marketing and Branding expert. He worked for Henkel where he was the Brand and Customer Experience Director for the Adhesives division and for Hilti where he headed the Global Brand Management.

Today he leverages his experience to help leading B2B companies improve their Brand and Customer Experience.





Carol-Ann Morgan

Director, B2B International

Carol-Ann is a founding Director at B2B International currently working across both London and Manchester offices. She has 20 years' experience in B2B research and is a lead consultant on a range of projects involving B2B branding.

Carol-Ann is passionate about B2B branding, having worked with many large global and national corporations to help measure their brand health, and in particular to help ensure their brand is represented in value propositions and in the customer experience businesses deliver.

You can email Carol-Ann at: carol-ann@b2binternational.com



Nick Hague

Director, B2B International

Nick Hague is the Co-founder and Chairman of B2B International. Over the last 20 years Nick has managed and implemented numerous B2B brand research programmes across the world. He is widely published having written two books and many white papers and articles on the subject of B2B research and branding.

Nick has a wide range of experience in helping B2B organisations bring their brand to life through the customer experience that they deliver, and how a brand can be embodied at every customer touchpoint.

You can email Nick at: nickh@b2binternational.com



Matthew Powell

Research Director, B2B International

Matthew is a Research Director at B2B International. He joined the company in 2004 at our Manchester HQ, and now heads up our London office. He has worked with some of the world's largest B2B organisations across a number of sectors, with a particular focus on the tech sector.

Brand research is an area of specialism for Matthew, having worked with a number of Fortune 500 companies on measuring and enhancing their brand.

He is a certified member of the MRS and ESOMAR and has spoken on the topic of b2b brand at a number of conferences.

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