

	Monday	Tuesday	Wednesday	Thursday	Friday
Morning Session 1	Registration Welcome/Introductions The Value of Branding <i>Professor Amitav Chakravarti</i> <i>Professor Guido van Garderen</i>	Frame-of-Reference Differentiation Strategies <i>Professor Guido van Garderen</i>	Digital Branding <i>Professor Amitav Chakravarti</i>	Psychology of Pricing <i>Professor Amitav Chakravarti</i>	How to measure a brand? <i>Professor Amitav Chakravarti</i>
	Coffee Break				
Morning Session 2	The Value of Branding (continued) <i>Professor Guido van Garderen</i>	Brand Benefits <i>Professor Guido van Garderen</i>	Digital Branding (continued) <i>Professor Amitav Chakravarti</i>	Brand Experience <i>Professor Guido van Garderen</i>	Brand Strength & Valuation <i>Mike Rocha Interbrand</i>
	Lunch				
Afternoon Session 3	Brand Definition Brand Positioning <i>Professor Guido van Garderen</i>	Consumer Insights Heineken Case Study <i>Professor Amitav Chakravarti</i>	Brand Values <i>Professor Guido van Garderen</i>	Identity Design <i>Professor Guido van Garderen</i>	Stop & Go Signals (Things to avoid) <i>Professor Amitav Chakravarti</i>
	Coffee Break				
Afternoon Session 4	The LEGO brand <i>Marcelo Ferrarini Carneiro</i> <i>LEGO</i>	Neuro-Science Battle of the Mind <i>Nikki Sullivan</i>	Leading with Purpose <i>Professor Guido van Garderen</i>	Sonic Branding <i>Ed Trotter</i> <i>Massive Music</i>	Certificates and Farewell <i>All</i>
	Evening Events	Welcome Reception		Celebration Dinner	