

BIG

brands
innovation
globalisation



BIG IS ABOUT GENERATING GROWTH AND COMPETITIVENESS THROUGH IMPROVED VALUE GENERATION OF NEW BUSINESS MODELS.

BIG IS AN INTERNATIONAL ACADEMICAL RESEARCH PROJECT FUNDED BY THE TEKES LIITO-PROGRAMME.

Registration & Seminar Fees

Register on the internet, by email or by phone:

Internet: <http://www.webropol.com/P.aspx?id=299179&cid=86005203>

Email: mary-ann.wikstrom@hanken.fi (the name, organisation, email address and complete postal address)

Phone: +358 50 305 4767

The seminar fee includes the handout material, the new book, Titans of Branding, coffee & refreshments:

150 €, if you register before 15.2.2009, VAT 0 %

200 €, when registering after 15.2.2009, VAT 0 %.

75 €, VAT 0 %, researchers/academia & Hanken alumni



HANKEN

The Venue:

Hanken School of Economics
Arkadiankatu 22, Helsinki



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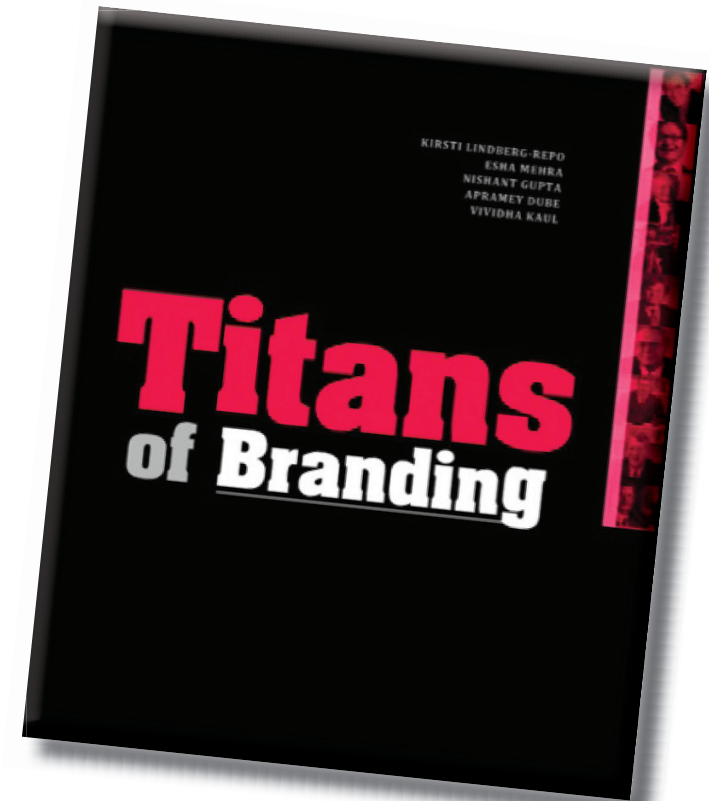
The BIG seminar Coming up

Titans of Branding

Tuesday, March 31st, 2009 at Hanken

“The innovation needs to be branded and the brand needs to be innovated continuously in order to survive in the global market.”

Titans of Branding



www.hanken.fi/big



Titans of Branding

Tuesday, March 31st, 2009
Hanken, Helsinki

On stage

- * Welcome to participate this high-level international seminar focusing on innovative branding on the intense global marketplace.
- * Experience a line-up of some of the most thought-provoking, influential and inspirational speakers rarely seen in Helsinki - the Titans of Branding.
- * Share the centre stage for delivering a plethora of ideas, thoughts and strategies to become BIG and leave a global footprint
- * Receive as seminar material the Brand new book, Titans of Branding - a must read for marketing and brand directors!

PROGRAMME 31.3.2009

- 8.30 Registration & Morning Get Together. Coffee.
- 9.00 **Welcome to CERS**
Professor Christian Grönroos, Hanken
- What REALLY builds Brands: Lessons from the "Push-Pull" Marketplace**
Don Schultz, Professor Emeritus-in-Service, Northwestern University, U.S.A.
- 10.30 Coffee, Refreshments & Networking
- 11.00 **Titans of Branding - A BIG Book. Seeing the Framework anew.**
Research Director Kirsti Lindberg-Repo, Hanken & Titans Team, IIFT, New Delhi
- Integrated Brand Marketing and Measuring Returns**
Philip Kitchen, Professor, Marketing and Business Strategy
Hull University Business School, UK
- The Habbo Story. How a virtual hangout became a worldwide brand.**
Dr. Juha Hynynen, Executive VP,
Business Support and Company Development, Sulake Corporation Oy
- Conclusions
- 13.00 Happy End



Don E. Schultz, is Professor Emeritus-in-Service, Northwestern University, U.S.A. He is also president of the consulting firm, Agora, Inc. Professor Schultz has consulted, lectured and held seminars on integrated marketing communication, marketing, advertising, sales promotion, and communication management in Europe, South America, Asia/Pacific, Australia, and North America.



Philip Kitchen is Professor, Marketing and Business Strategy Hull University Business School, UK. Professor Kitchen has been working in academe since 1984. Prior to joining the academy community, he was a senior manager in the retail industry, UK. He has been managing director of his own consultancy company, and senior director in a management training group. Since then, he has carried out research and consultancy with multinational and international firms in the European Community, the USA, and the Pacific Rim. He has published several books and articles on marketing and business strategy.



Christian Grönroos is Professor of Service and Relationship Marketing at Hanken and chairman of the board of its research and knowledge centre CERS - Centre for Relationship Marketing and Service Management. His research interests include internal marketing, service quality, and relationship marketing or marketing based on customer relationship management. Professor Grönroos is by far the internationally most cited scholar in business administration in Finland, all fields of management included.



Kirsti Lindberg-Repo (PhD) is assistant Professor of Marketing at Hanken. She is Research Director and the initiator of the BIG project at CERS. She has contributed to the branding research during the past ten years and has extensive co-operation with academia and practitioners in all continents. She has published books and several articles on these topics.



Juha Hynynen Dr. Hynynen leads the Sulake Group's Business Support and Company Development unit responsible globally for payment systems and partners, operational environment and employees, and development of unified business practices. Prior to joining Sulake in 2004, Mr. Hynynen has held several executive positions within the ICT and Mobile Internet industries, including Nokia Research Center, Fujitsu Services, and Netikos (subsidiary of Telecom Italia). Juha holds a Doctoral degree (with honors) in Decentralized Artificial Intelligence.