

VCU Brandcenter Presents

Creativity in Brand Managers, August 4-8, 2008

Brand Management is undergoing its most significant transformation in more than 50 years. Driving it are massive shifts in technology and society, which are converging to make the old brand management and marketing models obsolete. As the world changes, so must the capabilities of brand managers.

WHAT IS IT? This program is not a series of seminars. It is an intense 5-day training program that takes an approach that is both instructional and inspirational. Participants will gain insight into changing consumer attitudes, evolving technologies, and emerging best-practices. They will learn practical techniques for getting the most out of their agencies and other creative partners, understanding the changing marketplace landscape, monitoring consumer trends and attitudes, developing creative strategies that work, and proving it by quantifying return on investment.

WHO SHOULD ATTEND? Brand managers, marketing managers, agency account leaders, agency executives, independent brand strategists or anyone responsible for developing and managing brands.

Program is limited to 30 people, so be sure to book early.

"This is a rigorous educational program, where corporate brand managers and agency executives interact directly with industry leaders who are defining the evolution of brand management. Attendees will learn to harness the power of creativity, embracing changes to the way we engage audiences and build meaningful brands."

Rick Boyko / Director, VCU Brandcenter



Topics

Brand Storytelling
Radical Transformation
Brand Building in a Digital World
Multi-Platform Audience Engagement
Physical Brand Experiences
Products Designed for Tomorrow
Design that Ignites the Brand
Working with Artists
Partnership: So Easy a Caveman Can Do It
A New World Order
Getting the Most Out of Their Creative Partners
Driving Change

Brandcenter Faculty + Guest Faculty

Steve Basset / SVP / Creative Director / The Martin Agency
Rick Boyko / Director and Professor - VCU Brandcenter / former Co-President and CCO of Ogilvy & Mather North America
Brian Collins / Chief Creative Officer and Chairman - COLLINS: / Former CEO of the Brand Innovation Group
Jonah Disend / CEO - Redscout
Bob Greenberg / CEO - R/GA
Don Just / Professor - VCU Brandcenter / President - The Strategy Consulting Group
Nancy Hill / CEO - American Association of Advertising Agencies
Jon Kamen / CEO - @radical.media
Kerri Martin / former Marketing Communications Manager for Mini Cooper division, BMW of North America and former Director of Brand Innovation at Volkswagen of America
Kelly O'Keefe / Professor - VCU Brandcenter / CEO - O'Keefe Brands
Elizabeth Talerman / Managing Partner at Talerman + Partners / Former Senior Vice President of Marketing of Merchandising at Martha Stewart Living Omnimedia
Nancy Vonk / Co-Chief Creative Officer Ogilvy Toronto
Clive Wilkinson / President and Design Director - Clive Wilkinson Architects



"This was by far the best, hardest and most valuable conference I've ever experienced."

Ignacio Oreamuno / President, ihaveanidea.org



"This program is going to help companies manage their brands and products in an even smarter way."

Edith Wine / Senior Product Manager, Hamilton Beach

Quotes from former attendees:

"When I left, I already wanted to come back. One of the best things about being at the seminar was getting enthusiastic, inspired, and energized."

"I think, in one week, this program gives you about two to three years of additional experience. I personally am going to go back and ask for a raise equivalent to that experience."

"How are you staying on top of all the seismic changes taking place in marketing communications? It's close to impossible. There are so few programs like this. Its timing is spectacular."

David Verklin / Carat Americas

EXECUTIVE SERIES FOR CREATIVE BRAND MANAGERS

Accommodations

We recommend the following hotels that are within walking distance of the VCU Brandcenter. They offer a special VCU rate, based upon availability. Please book early to reserve your space.

The Jefferson / 101 W Franklin Street, Richmond, VA 23220
804.788.8000 / jeffersonhotel.com / VCU rate: \$143 + tax

Doubletree / 301 W Franklin Street, Richmond, VA 23220
804.644.9871 / richmonddoubletree.com / VCU rate: \$115 + tax

*Please ask for the VCU/State of Virginia rate.

Fees

\$5,000 includes all sessions, breakfast and lunch each day, two dinners, workshops and special events.

Early Bird Offer

Register by July 15th and receive a discount (\$4,250). Please note that we must receive your payment, in full, by July 15th in order to receive the early bird discount.

AUGUST 4-8, 2008 / REGISTRATION DETAILS

Payment

In order to reserve your place, we must receive payment in full with your registration. Registration is not considered complete until payment is received. Attendees are responsible for arranging their own transportation, accommodations, airport transfers and outside meals.

Cancellation Policy

Cancellations must be received before July 15th in order to receive a full refund. Cancellations after July 15th will not be refunded; however, you may transfer the registration to another person.

Multiple Orders

You must complete a registration form for each delegate.

Mailing Address

Megan Clifton / Program Coordinator / Executive Series / VCU Brandcenter / 103 S. Jefferson St, Richmond, Virginia 23284

Fax / 804.828.4210

Questions / Megan Clifton / 804.828.8384 / mclifton@vcu.edu

EXECUTIVE EDUCATION REGISTRATION FORM

Yes, register me now for the 5-day 2008 Creative Brand Managers Program-- \$5,000.

Hey, I'm getting this in by July 15th and want to take advantage of the early bird discount so registration is only \$4,250.

Name _____ Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____ E-mail _____

PAYMENT

Check in U.S. dollars [Make payable to VCU Brandcenter - specify "Executive Series CBM Program"]

CREDIT CARD

MasterCard Visa American Express Credit card number: _____ Exp Date _____

Three Digit Security Code on Back of Card _____ Date _____

Name as it appears on card _____ Signature of cardholder _____

Please fill out the registration form and return via fax or mail; or, you can register online at www.brandcenter.vcu.edu.
Click on About > Executive Education > Registration > Click on link that says Online Registration.