



# INVITATION BRAND GLOBAL WORKSHOP MILAN

November 25<sup>th</sup> 2019 | 10 - 16  
Centro congressi Unione  
C.so Venezia 47

[www.brandglobal.org](http://www.brandglobal.org)



*Dr. Gerhard Hrebicek*  
*President European Brand Institute,*  
*Chairman ISO 20671, Partner of UNIDO*

The motto BRANDS CREATE VALUE, GROWTH AND PROSPERITY highlights the impact of brands today and even more in the future.

Brands- if proactively managed and measured- create value for companies and associations, cities, regions and national economies.

We will discuss how brands contribute to competitiveness and sustainable growth, show case studies and success stories, introduce alternative financing opportunities for brands to enable strategic transformation for sustainable development.-



*Claudio Barella,*  
*Business Consultant,*  
*Member ISO/TC289,ISO 20671*

„Brands are one of the most valuable yet least understood goods. “

*ISO 20671: 2019 - cap. 0.1 Introduction*

„Brand development is based on the contribution of the five elements: tangible resources, quality, service, innovation (technology or process) and intangible resources.

These five elements underlie the success of any brand and can be (eventually) considered as causal determinants of the strength of the brand. “

*ISO 20671: 2019 - cap.0.5 Brand development.*



# BRANDS CREATE VALUE, GROWTH AND PROSPERITY

## BRAND VALUE

Improvement, Evaluation, Certification, based on ISO 20671 for Companies, Regions/Cities and Organizations

## WORKSHOP OBJECTIVES

The main objective is to provide the necessary knowledge to start a process to improve the value of its brand based on the new ISO 20671:2019 international standard.

40-60% of a company's value derives from the value of its brand. Companies that invest in their brand can achieve higher margins and faster growth, with a strong brand it is easier to develop new business channels.

A strong brand allows you to diversify your business risk and expand your business coverage. Strong brands receive the interest of capital investors and media more easily and increase the trust of their stakeholders.

The workshop will also provide information for the evaluation of the brand and for the main roads for certification based on ISO 20671, both for companies and for regions/cities and other organizations.

## CONTENTS

- Importance of brands for companies
- Brand-related developments and trends
- Creation of value and prosperity with brands
- Processes to improve brand value
- Evaluation of the brand according to ISO 20671:2019
- International programs for brand growth.

During the workshop the dialogue with the participants will be constant, in relation to specific requests and interests regarding the topics covered.

## RECIPIENTS

Manager of Companies, Public Administrations and Organizations, brand managers, business developers, function managers, stakeholders.

## COSTS & CONTACT

€ 300,00 VAT incl.

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Representative European Brand Institute in Italy



# VALUE TO BRANDS



## ABOUT EUROPEAN BRAND INSTITUTE



The European Brand Institute is an independent and leading institute for the evaluation of intangible assets. Our key activities emphasize around brand value.



We promote brand value awareness, support global brand management, engage actively in brand value research, standards development and the implementation of such global standards.



In cooperation with our partner UNIDO we develop regional initiatives to create awareness and assist organizations to communicate and improve the business and societal value of brands.

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INVEST



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