

Agenda

Brand 4.0: The new path for the brand in the course of digitization

Day 1

Time	Topics
09:00 – 10:30	Introduction to the digital age: Hymn of praise or swan song to the brand? <ul style="list-style-type: none">▪ Welcome, warm-up and creative round of introductions of the participants▪ Impulse lecture: The brand is dead, long live the brand▪ Challenges, opportunities, hurdles and new playing fields for the brand
10:30 – 12:00	Back to the future: Change needs commitment <ul style="list-style-type: none">▪ Understanding digitization as a means, not an end▪ Getting the board's "yes" for Brand 4.0▪ Gathering evidence of the power of the brand in the digital age
12:00 – 13:00	Lunch break
13:00 – 15:00	Set signals: Standing out from the digital flood <ul style="list-style-type: none">▪ Brand identity & positioning as an anchor of strong brands 4.0▪ Determining points of difference and points of parity▪ Finding the right selling points - without losing traction
15:00 – 17:00	Survival of the fittest: Change requires adaptation <ul style="list-style-type: none">▪ Learning from best practices and worst practices▪ There is no future without heritage: mastering the balancing act between tradition and modernity▪ Future fitness check: Is your brand ready for the digital age?



| Live online seminar brand 4.0 |

Day 2

Time	Topics
09:00 – 10:00	From strategy to implementation: change needs attitude <ul style="list-style-type: none">▪ Revising and reflecting on what has been learned▪ Impulse lecture: Change needs attitude▪ Lessons learned from consulting practice
10:00 – 11:00	Employees in power: Think, feel and live brand 4.0 <ul style="list-style-type: none">▪ Turning employees into brand ambassadors in the digital age▪ Stumbling blocks of internal branding▪ Old and new approaches to anchoring the brand in thinking, feeling and acting
11:00 – 12:00	Separating the wheat from the chaff: Implementing Brand 4.0 communicatively <ul style="list-style-type: none">▪ What distinguishes good from bad communication?▪ Understanding the brand as a guardrail of communication▪ Customers in power: What remains, what changes?
12:00 – 12:30	Entering the new age: Brand 4.0 in your company <ul style="list-style-type: none">▪ Your personal action plan▪ Lessons learned and key messages▪ Do's and don'ts of the brand 4.0
12:30 – 13:00	Spotlight <ul style="list-style-type: none">▪ Joint discussion of current issues from the group of participants▪ Spotlight