

# Strategic Branding: Building, Leveraging, & Protecting Brands

May 17–19, 2010 Schedule



|           | Monday   | Tuesday  | Wednesday   |
|-----------|--|--|---|
| Morning   | <p>Introduction/Welcome</p> <p>Branding Strategy and Brand Leadership<br/><b>Deborah Roedder John</b><br/>Carlson School</p> <p>Brand Strategy Secrets of Mythic Status Brands<br/><b>Bruce Tait</b><br/>Tait Subler, LLC</p> <p>When to Brand<br/><b>Deborah Roedder John</b></p> | <p>Leveraging Brand Equity<br/><b>Dave Hopkins</b><br/>Carlson School</p> <p>Brand Portfolio Management<br/><b>Kent Seltman</b><br/>Mayo Clinic</p>  | <p>Measuring Brand Equity<br/><b>Dave Hopkins</b></p> <p>Organizing for Strategic Brand Management<br/><b>Dean Adams</b><br/>3M</p>   |
|           | Lunch  | Lunch  | Lunch   |
| Afternoon | <p>Building Strong Brands</p> <p>Creating Strong Brand Identities<br/><b>Deborah Roedder John</b></p> <p>Primal Branding: Sell It To Someone Who Cares<br/><b>Patrick Hanlon</b><br/>Thinktopia, Inc.</p>  | <p>Brands in B2B Settings: Private Labels, Ingredient Brands, and Branded Component<br/><b>George John</b><br/>Carlson School</p> <p>The Brand Report Card Exercise<br/><b>Dave Hopkins</b></p> <p>How We Choose Brands<br/><b>Roman Paluta</b><br/>Carmichael Lynch</p> | <p>Extracting Brand Value Through Pricing<br/><b>Om Narasimhan</b><br/>Carlson School</p> <p>The Brand Report Card Exercise<br/><b>David Hopkins</b></p> <p>Summary and Evaluations</p> |

Faculty and Curriculum Subject to Change

Executive Education

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