

New Year, New Values

INVITATION FOR INSPIRATION SESSION

Thursday 15 January 2004, starting at 6.30 pm
Hotel Arena, 's-Gravesandestraat 51 in Amsterdam

Inspiration grows through contact. That is why we - Sicco van Gelder, Jolanda Holwerda en Anne-Marie Voorhoeve - invite you to join us for an evening of discussion about the central role of brands and branding in putting humanity back into business. This is prompted by the publication of a new book called **Beyond Branding** - how the new values of transparency and integrity are changing the world of brands [Kogan Page, oktober 2003].

The Authors:

Nicholas Ind, Denzil Meyers, Alan Mitchell, Simon Anholt, Sicco van Gelder, Tim Kitchin, Chris Macrae, John Moore, John Caswell, Ian Ryder, Julie Anixter, Thomas Gad, Jack Yan, and Malcolm Allan.



Inspiration Session Beyond Branding - New Year, New Values

You are at the heart of this. We use **Open Space Technology** as a structure, so everyone can decide and discover for themselves what it is that interest them, excites them, irritates them, etc. With Open Space there is just one rule: 'the law of two feet' - if a debate no longer interests you, you move along without comment.

The views of the Medinge Group, as described in their new book, form the input for the evening's discussions. A large number of writers and other members of this top-level international think tank will be present to share their thoughts and ideas with us.

Max Havelaar was recently elected by the Medinge Group as a *Top Brand with a Conscience*. Max Havelaar will share their experiences with us at the event.

A number of Dutch confreres have been asked to shed their lights on the arguments made in Beyond Branding and have been invited to debate their thinking with the authors. We expect to offer you an inspiring platform and we hope that you will join us in shaping it. If any of your friends and colleagues are interested in the event, you are very welcome to invite them along. To **cover the costs** of the event, we charge 50 euros (including VAT) to be paid at the door.

Programme:

6.30 pm Start of the evening
 7.00 pm Welcome
 Introduction by Nicholas Ind, editor of *Beyond Branding*
 Branding at Max Havelaar, *Top Brand with a Conscience*
 Open Space session with the authors of *Beyond Branding*
 10.00 pm Drinks and a chance to network

Registration:

Please register before 10 January 2004 at: info@brand-meta.com. For now, we wish you a Merry Christmas and an inspired 2004!

Sicco van Gelder, *Brand Meta & Placebrands* [sicco.van.gelder@brand-meta.com]

Jolanda Holwerda [buit.hol@wxs.nl]

Anne-Marie Voorhoeve, *Voorhoeve Contactancy & Stichting NEDERLAND* [voorhoeve@contactancy.nl]

Brand Meta placebrands
 Global Brand Strategy places with purpose

Voorhoeve Contactancy
 contactcreatie & netwerkmanagement

www.beyond-branding.com

www.medinge.org

www.brand-meta.com

www.placebrands.net

What: Beyond Branding Event

When: 15 January 2004, 6.30 pm

Where: Hotel Arena, Amsterdam

Cost: 50 euro (incl. VAT)