

Global Brand Forum Singapore

Global Brand Forum 2004 **Redefining Leadership in Brands and Business**

Day 1 : Monday, 16th August 2004

0730 – 0900 *Breakfast Registration*

0900 – 0905 Welcome Address
Host – Riz Khan

0905 – 1045 “Leadership in Difficult Times”
Rudy Giuliani, ex-Mayor of New York City

1045 – 1115 *Coffee Break*

1115 – 1250 “Cinema, Leadership & Society”
Francis Ford Coppola, Oscar-winning Film Director

1250 – 1400 *Lunch*

Industry Breakout Session
“Technology, Innovation and Changing Consumer Lifestyles”

1400 – 1500 “Leadership and How All of Us Can Change The World”
Dr Kiran Bedi, Civilian Police Adviser – United Nations

1500 – 1530 *Coffee Break*

1530 – 1700 Panel Discussion
“Next Generation Leadership – Issues, Challenges, Opportunities”

Rudy Giuliani, Francis Ford Coppola,
Dr Kiran Bedi, Warren Bennis
Moderator – Riz Khan

1700 – 1745 Keynote Address
“Leadership Challenges Facing Asian Nations”
Lee Kuan Yew, Senior Minister - Singapore

1745 – 1800 Closing Remarks
Host – Riz Khan

1800 *End of Day One Programme*

1930 – 2100 *Global Brand Forum Delegates Dinner*



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Day 2 : Tuesday, 17th August 2004

- 0900 – 0905 Opening Remarks and Day One Highlights
- 0905 – 1030 "Leading in an Age of Vulnerability - The Six Time Tested Competencies of Exemplary Leadership"
Warren Bennis, Chairman of the Leadership Institute
- 1030 – 1100 *Coffee Break***
- 1100 – 1200 Applications Session
"Leading in an Age of Vulnerability - The Six Time Tested Competencies of Exemplary Leadership"
Warren Bennis, Chairman of the Leadership Institute
- 1200 – 1300 *Lunch***
Industry Breakout Session
"Building Brands that Last – Lessons from the Great Brands"
- 1300 – 1400 "Marketing Leadership"
Al Ries, Marketing Strategist/Author
- 1400 – 1500 "Global Brand Leadership from Asia"
Chew Choon Seng, CEO – Singapore Airlines
- 1500 – 1530 *Coffee Break***
- 1530 – 1630 "Reinventing a Global Technology Brand"
Geoffrey Frost, Chief Brand Officer, Motorola
- 1630 – 1715 "Creative Advertising and Brand Leadership"
Piyush Pandey, Chairman, Ogilvy India
- 1715 – 1755 Panel Discussion
"The New Principles of Brand-Building"

Al Ries, Chew Choon Seng, Geoffrey Frost, Piyush Pandey
Moderator – Riz Khan
- 1755 – 1800 Closing Address
Host – Riz Khan

End of Day Two Programme

N.B. Breakout sessions will take place during lunch on both days of the Global Brand Forum. Formal details of both sessions and how to register for them will be forwarded to our registered delegates. However, we regret to inform that places are limited and so will be awarded on a first come, first serve basis.



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