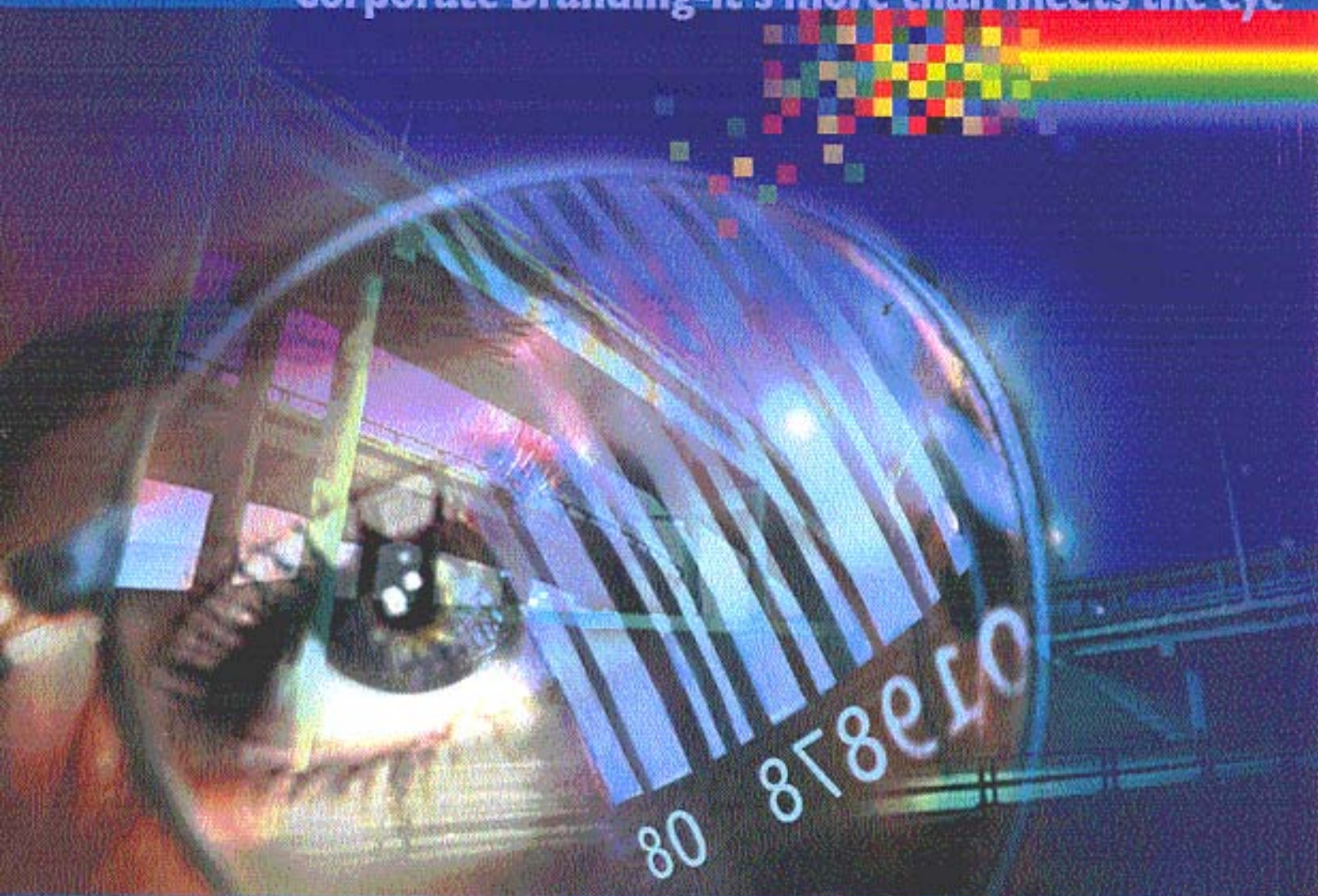


7th International Corporate Identity Symposium, 2000
and The Third Lord Goid Memorial Lecture

"Corporate Branding-it's more than meets the eye"



Programme

9th & 10th November The University of Bradford Management Centre



BUCKINGHAM PALACE

Dear Professor Balmer,

1st November 2000

The Private Secretary has asked me to thank you and the delegates of the seventh International Corporate Identity Symposium being held today at Bradford Management Centre for the kind message of loyal greetings which you have sent to The Queen.

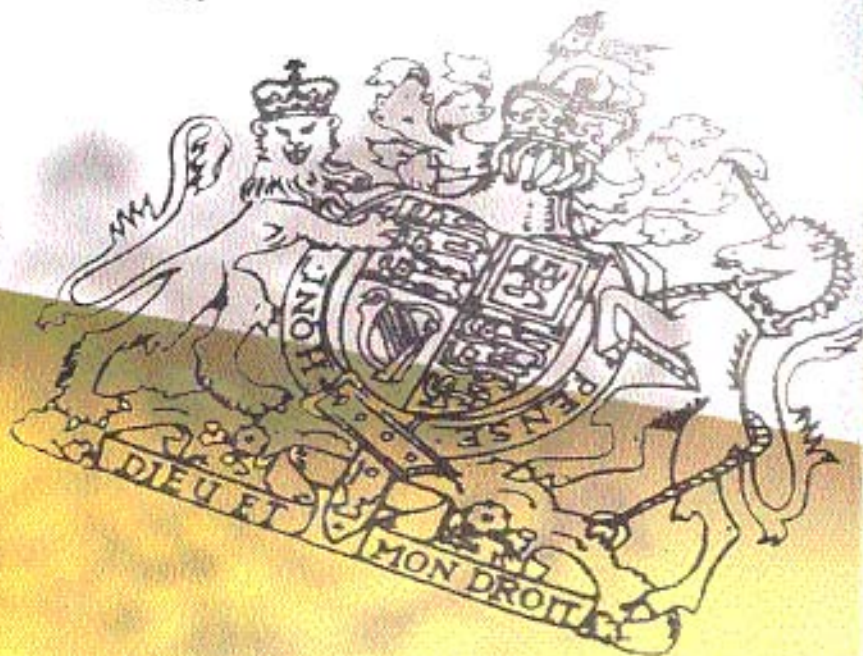
Her Majesty was pleased to receive your message and sends her warm wishes to you all for an enjoyable and successful gathering.

Yours sincerely
Deborah Bean

MRS. DEBORAH BEAN
Chief Correspondence Officer



H.M. The Queen



The Rt Hon Stephen Byers MP
Secretary of State for Trade and Industry

Professor John M T Bahner
Professor of Corporate Identity
University of Bradford
Emin Lane
BRADFORD
West Yorkshire
BD9 4JL

26 October 2000



Secretary of State
Department of
Trade and Industry

1 Victoria Street
London SW1H 0EQ

Direct line
020 7215 6272

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020 7215 5000

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T131.Byers@dti.gov.uk

Dear Professor Bahner,

I am delighted to welcome delegates to the seventh International Corporate Identity Symposium being held here in Bradford. This is the first time that this event has taken place in the North of England. It is only fitting that it should be at the University of Bradford - one of the country's oldest business schools.

The University's School of Management is held in high regard and the fact that it has appointed a Chair of Corporate Identity is evidence of the importance that is given to the field of corporate communication and branding.

The theme of the conference "Corporate branding - it's more than meets the eye" will allow the issues of corporate identity and communication to be examined in detail. Given the UK's leading role in corporate identity research, scholarship and practice I am sure that the symposium will provide the ideal forum for a valuable exchange of views and I extend my best wishes for a successful and enjoyable event.

Yours sincerely

Stephen Byers
STEPHEN BYERS

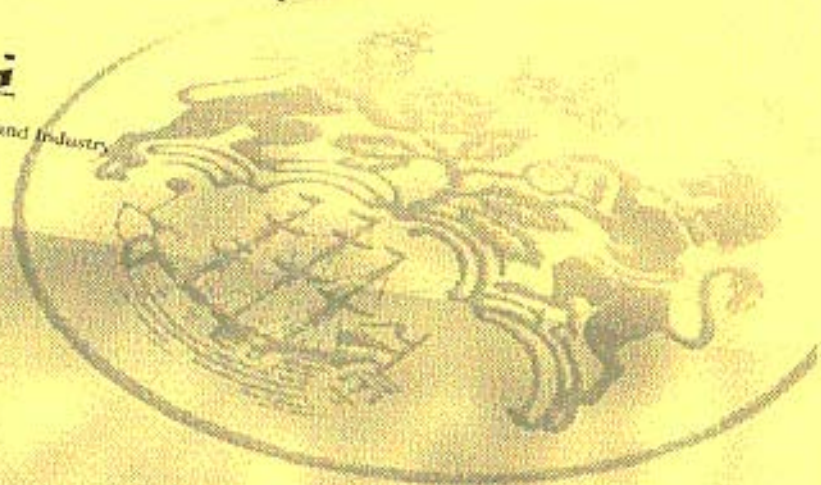


STEPHEN BYERS

dti

Department of Trade and Industry

dti
Department of Trade and Industry



7th INT CORPORATE IDE & Third IC Memor

Thursday 9th November

Formal Dinner and the
Third ICIG Lord Goid
Memorial Lecture

Guests of Honour:

The Lord & Lady Mayoress of Bradford

David Bernstein

Honorary Vice President ICIG & Director, Kelland
Communications, will deliver the 3rd ICIG Lord Goid
Memorial Lecture
"Corporate Brands: Back to basics".

11.20am
Kell Room

"Nurtu

2nd Se

Discussa

Professo
Bradford

11.20am

Alan J. B

President
The Bran
"Living th
Branding"

11.40am

Clive Ra

Co-Foun
"The Birth
Floor"

12.00noon

Tony Alle

Managin
Interbran
"Celebrati

12.20pm

Discussio

12.40pm

Morning s

12.40pm
until 1.40pm
Heaton Mount

Buffet Lun
Dean of B
Professor

1.40pm
Kell Room

"Schola
Buildin

3rd Se

Discussan
B. Bromle

University

Friday 10th November

9.00am until 9.20am
Heaton Mount Foyer

Registration and Coffee

9.20am

Professor John M.T. Balmer

Symposium Organiser
Welcome & Introduction

Kell Room (new wing)

9.30am

"Corporate Branding in Context"

Kell Room (new wing)

1st Session

Discussant: Dr. Helen Stuart

Queensland University of Technology, Australia

9.30am

Professor John M.T. Balmer

**Professor of Corporate Identity,
Bradford Management Centre**
"The Three Virtues and Seven Deadly Sins of
Corporate Brand Management"

9.50am

**Professor Simon Knox and
David Bickerton***
* (Speaker)

Cranfield University School of Management
"The Six Conventions of Corporate Branding"

10.10am

Emeritus Professor Dennis B. Bromley

Department of Psychology, University of Liverpool
"The Concept of Reputation in Business Studies"

10.30am

Questions

10.50am
until 11.20am

Coffee

The Lounge
Heaton Mount

INTERNATIONAL IDENTITY SYMPOSIUM

8th Lord Gould
Memorial Lecture

"Managing Corporate Brands"

4th Session

Professor John M.T. Balmer

Professor of Corporate Identity,
Bradford Management Centre

Program

Senior Chief Executive Officer
Consultancy (USA)

Brand: The Dimensions of Internal

Chair and Director of BRAHM (UK)

"A Brand - The View from the Maternity"

Director

Newell and Sorrell

"Naivety"

Session ends

Introduction & Formal Welcome by the
Bradford Management Centre:
Arthur Francis

"New Perspectives: Brand
in the New Millennium"

5th Session

Emeritus Professor Dennis

Liverpool

1.40pm

Joep Cornelissen* and Phil Harris

Centre for Corporate Public Affairs
Manchester Metropolitan University
*(Speaker)

"Corporate Identity in Marketing and Management
Theory: Reconstructing the Logic of Metaphor"

2.00pm

Nicola Marziliano

Customer Service, Marketing Manager
Nokia (Italy)

"The Triangle that Builds Your Brand"

2.20pm

Dr. Shirley Leitch*
& Professor Neil Richardson

University of Waikato Management School (NZ)
*(Speaker)

"Corporate Identity in Cyberspace"

2.40pm

Discussion

2.50pm until
3.10pm

Tea

Heaton Mount

3.10pm

Kell Room

"Managing International Brands"

4th Session

4th Session

Discussant: Professor John M.T. Balmer

Professor of Corporate Identity,
Bradford Management Centre

3.10pm

Kell Room

Richard Bason

Bradford Management Centre

"Corporate Identity Management at the BBC"

3.30pm

Dr. Judy Motion*,
Professor Rod Brodie,
The University of Auckland (NZ) and

Dr. Shirley Leitch*,
The University of Waikato (NZ)

*(Speakers)

"Co-Branding in Professional Sport: The Case of
the All Blacks"

3.50pm

Discussion

4.00pm

Close of Symposium

Provisional details of the 8th International Corporate
Identity Symposium and 4th ICIG Lord Gould
Memorial Lecture

Thursday 9th November 2000

7.00pm for 7.45pm

Heaton Mount

The Opening Formal Dinner

Guests of Honour

The Lord Mayor and Lady Mayoress of Bradford

followed by

The ICIG's Third Lord Goold Memorial Lecture

introduced by Professor Stephen Greyser of Harvard Business School

and delivered by

David Bernstein

The title of David Bernstein's lecture is

"Corporate Brands: Back to Basics."

David Bernstein is an Honorary Vice President of the ICIG and is the Director of Kelland Communication Management. The doyen of the corporate communications industry in the United Kingdom his best selling book "Company Image and Reality" enjoys an international reputation.

* This year marks the fifth anniversary of the establishment of the International Corporate Identity Group (ICIG) and its launch at the House of Lords. The ICIG consists of an informal group of academics, consultants and managers sharing an interest in corporate identity, branding, reputation and communication and who wish to increase the profile and understanding of corporate identity and the aforementioned associated areas. The group is known for its statement on corporate identity "The Strathclyde Statement" which has been referred to in a number of academic journals. The establishment of the annual ICIG Lord Goold memorial lecture in honour of the group's first honorary President has also attracted significant attention. The first lecture was delivered by Professor Greyser (Harvard Business School) in 1998 at the Queen Elizabeth the Second Conference Centre London, and by Professor Olins (Founder of Wolff Olins) at the University of Oxford in 1999.

** Dress: Lounge Suits (Academics and Scholars: Academic Dress)

Organised by Professor John M.T. Balmer
Professor of Corporate Identity
University of Bradford Management Centre

The International Corporate Identity Symposium

It was in 1994 that John Balmer organised the first international corporate identity symposium at Strathclyde Business School and the format of the symposium has remained unchanged over the passage of seven years. The success of the symposium is attributable to the symposium's size, the academic-practitioner interface, and the electric mix of papers selected for inclusion. Today's event includes a number of senior figures from the world of academe and practice and this is another characteristic of this event. Keynote speakers at earlier conferences have included the President of British Airways, the Chairman of Barclays Bank, the Dean of the Saïd Business School, Oxford, the Editorial Board Chairman of the Harvard Business Review and Peter Mandelson MP: a former President of the Board of Trade and who is currently Secretary of State for Northern Ireland. In recent years the symposium has been held at the Queen Elizabeth the Second conference centre, Westminster and at the University of Oxford.

The choice of venue is another factor for the event's success. The facilities of Bradford Management Centre and, in particular, Heaton Mount will, almost certainly, help to create a convivial atmosphere for learning, reflection and debate.

Today's symposium marks a watershed since this is the first time the event has been held in the North of England and, more particularly, Yorkshire. The area is, of course, known as the heartland of the industrial revolution. In the intervening period since then the area has established an enviable reputation in financial services and has served as the home to a number of major retail chains, many of which are household brand names.

Today's programme includes an international mix of papers which will, no doubt, be topical, insightful and challenging. It is hoped that an enduring legacy of the seventh symposium will be that delegates will have a richer appreciation as to why corporate branding is more than meets the eye.

The ICIG's* Third Lord Gould Memorial Lecture

A feature of the symposium over recent years has been the establishment of a lecture in memory of the International Corporate Identity Group's first Honorary President, Lord Gould. The lecture is delivered by an academic or practitioner who has distinguished themselves in corporate identity practice or scholarship. This year's lecture will be delivered by the doyen of the UK's corporate communications industry David Bernstein on the theme "Corporate Brands- Back to Basics." Previous lectures have been delivered by Professor Steven Greyser of Harvard Business School, and Wally Olins C.B.E: the founder of Wolff Olins.

The International Centre for Corporate Identity Studies

Established by Professor Balmer at Strathclyde Business School, the centre is currently based at Bradford Management Centre. The centre provides a focus for faculty and students who share a common interest in corporate identity research and scholarship. The centre supports a working paper series which will include a number of academic papers presented at today's symposium.

The University of Bradford Management Centre

Enjoying an international reputation, this is one of the first schools of management to be established in The United Kingdom. Recently identified by the Financial Times as offering one of the world's best MBA Programmes. Famous marketing alumni include Professor Peter Doyle and Professor Malcolm McDonald. The school is noted for its scholarship and research vis-a-vis corporate identity and branding through the Heinz Chair (later lectureship) in branding and, more recently, with the appointment of Professor Balmer to a chair in corporate identity management: this is believed to be the first appointment of its kind in the world. The school offers corporate identity studies as part of its undergraduate, postgraduate (MBA & MSc) as well as executive development programmes. In the last year the school has run a CBI conference on corporate branding and was selected as the preferred UK base for the executive MBA degree in corporate communications from Erasmus University (The Netherlands).

The 8th International Corporate Identity Symposium

To be held in London

provisional dates: 8th and 9th November, 2001.



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