Executive seminar

Building the bridge between brand and reputation

December 5 - 7, 2012 / Lugano, Switzerland

Register now
www.cm-exed.usi.ch
«It takes 20 years to build a reputation and five minutes to lose it.»

Warren Buffett

Building the bridge between brand and reputation

USI Università della Svizzera italiana invites you to join Professors Paul Argenti and Kevin Lane Keller from the Tuck School of Business at Dartmouth – ranked number one in both the Wall Street Journal and the Economist for the best full-time MBA programs worldwide. Argenti and Keller, two of the world’s top thinkers, provide the latest and most comprehensive framework and practical insights on managing corporate brand and reputation. While the topics of brand and reputation are often relegated to their own corners of a corporation, Keller and Argenti delineate their intrinsic link and focus on how to think about, manage, and measure your organization’s brand. Using reputation paradigms they will engage you in a dialogue about how to position yourself and your organization in a highly competitive world.

Who should participate?

“Building the bridge between brand and reputation” is a fast-paced two and one half-day seminar designed for senior executives who bear the responsibility for corporate branding, marketing, communications, or investor relations. The topics and discussions are appropriate for executives from a wide range of organizations and settings including public or private, large or small firms. If you are a Chief Communications or Marketing Officer this program is perfect for you, but it is also well-structured for managers, administrative officers, or presidents of small companies. Communication professionals will learn more about how brand and reputation work together and marketing professionals will learn more about the importance of communication in a highly competitive world.

What will you learn?

Participants will come away from the seminar thinking strategically about their organization’s identity, image, brand, and reputation. Discussions with faculty and invited industry experts will focus on how to integrate and align an organization’s corporate communications and branding efforts and initiatives. Participants will explore how to develop strategies to mitigate reputational risk and to build reputational capital; and how to manage and measure corporate brand equity across products, categories and markets applying methods to their current business challenges.
**Tuesday, December 4, 2012**

- **From 15:00**
  Arrival and check-in at Hotel Villa Sassa, Lugano

- **From 19:30**
  Welcome reception, Bar Sassa Lounge, Hotel Villa Sassa

**Wednesday, December 5, 2012**

All seminar sessions take place in the USI Executive Center

- **08:30**
  Communicating Strategically to Enhance Brand and Reputation
  - Develop the connection between strategy development and execution using strategic communication.
  - Learn how to use strategic communication to create integration.
  - Understand how to create communication strategies for enhancing brand and reputation.

- **10:00**
  Networking break

- **10:30**
  Building, Protecting, and Measuring Corporate Reputation
  - Define: identity, image, and reputation.
  - How do you build and protect a reputation?
  - How reputation is measured.

- **12:00**
  Lunch break

- **13:00**
  Reputational Risk Analysis and Crisis Management
  - Understand the opportunities and threats that develop from reputational risk.
  - Learn how to mitigate risk and measure the effectiveness of programs you put into place.
  - Understand how to recognize a crisis.
  - Learn how to manage a crisis.

- **14:30**
  Networking break

- **15:00**
  Building Reputation at McKinsey and Company

- **16:30**
  Connecting Reputation to the Corporate Brand Management

- **17:00**
  Break for the day

**Evening program**

- **19:00**
  Wine tasting at a local vineyard followed by dinner.

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**Thursday, December 6, 2012**

- **08:30**
  Corporate Brand Equity and Positioning
  - Understand how to define corporate brand equity.
  - Learn how to properly position a corporate brand.
  - Explore the mistakes and success factors in corporate brand positioning.

- **10:00**
  Networking break

- **10:30**
  Corporate Brand Architecture
  - Understand how to develop a good brand architecture strategy.
  - Learn how to successfully extend a corporate brand.
  - Explore how to achieve the potential of a corporate brand.

- **12:00**
  Lunch break

- **13:00**
  Building and Managing the Corporate Brand
  - Understand how to identify key drivers of brand equity.
  - Learn how to maximize internal branding.
  - Learn how to develop a strong corporate image campaign.
  - Explore how to revitalize a fading brand.

- **14:30**
  Networking break

- **15:00**
  Measuring Corporate Brand Equity

- **16:30**
  Connecting Corporate Brand Management to Reputation

- **17:00**
  Break for the day

**Evening program**

- **19:00**
  Tour activity and dinner

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**Friday, December 7, 2012**

- **08:30**
  Group Project Work

- **10:00**
  Networking break

- **10:30**
  Group Reports

- **12:00**
  End of program
**Paul Argenti** is a professor of corporate communication at the Tuck School of Business at Dartmouth and visiting professor at USI Università della Svizzera italiana. Argenti has more than 25 years of experience in management and corporate communication consulting. His clients include Goldman Sachs, Sony, Nokia, and General Electric. He is also an academic who has taught at the Harvard and Columbia business schools and as a visiting professor at the International University of Japan, the Helsinki School of Economics, Erasmus University in the Netherlands, Rai University in India, and Singapore Management University. Professor Argenti’s most recent publications include “Digital Strategies for Powerful Corporate Communications” (2009), “Corporate Communication” (fifth edition, 2009), and “Strategic Communication” (2007).

**Kevin Lane Keller**, E.B. Osborn Professor of Marketing at the Tuck School of Business at Dartmouth is acknowledged as one of the world’s foremost leaders in the study of brands, branding, and strategic brand management. Actively involved with industry, he has served as brand confidant to marketers for some of the world’s most successful brands, including American Express, Disney, Intel, and Starbucks. He has also carried out brand consulting with Beiersdorf (Nivea), Campbell Soup, Kodak, Shell Oil, and Unilever. Professor Keller has served on the faculty at Stanford University and as a visiting professor at Duke University and the Australian Graduate School of Management. Keller’s book, “Strategic Brand Management”, is used at top MBA schools and leading firms around the world. It has been called the “bible of branding.” Keller is also co-author with world-renowned management guru Philip Kotler of the all-time best-selling marketing textbook, “Marketing Management”.

**Guest speakers**

Senior guest speaker(s) will also be joining the sessions.

**Executive seminar fee**

CHF 3,900.-

**USI and Tuck alumni**

CHF 3,300.-

**Fee includes**

- Tuition
- Seminar materials
- Joint USI / Tuck certificate of participation
- Welcome reception
- Two lunches
- Two dinners and social program

**How to register**

Registrations are processed in order of receipt. Places are limited. To register, please go to www.cm-exed.usi.ch.

**Contact**

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**Cancellation policy**

If the participant should cancel his or her registration for any reason, the following refunds will be granted:

a. A 100 percent refund of tuition will be granted for cancellations received on or before October 18, 2012.
b. A 50 percent refund of tuition will be granted for cancellations received on or before November 7, 2012.

No refunds will be granted for cancellations or no-shows after November 7, 2012. In the case of a cancellation by the participant, he or she will be charged with an administrative fee of CHF 200.

USI reserves the right to cancel or reschedule the seminar, change the location, and/or substitute the faculty or guest speaker. In the event that the seminar is postponed due to natural disaster or any other cause not within USI’s control, every effort will be made to reschedule. Any tuition payments made will automatically be applied to the rescheduled seminar. If you choose not to attend the rescheduled seminar, USI will provide a full refund of the tuition, less the aforementioned administrative fee, upon written request.
USI and Executive education

USI Università della Svizzera italiana is the leading Swiss institution in the field of communication research and the only institution with a full-fledged communication faculty, based in Lugano. USI's executive education programs in communication management prepare professionals in the development of new perspectives in key management areas, including management of stakeholder relationships, public relations, reputation management, and corporate identity on a strategic level—with the ultimate goal of enabling communicators to contribute to their organization's corporate strategy.

USI proposes a full range of products and offerings tailored to the needs of the modern communication professional, from an executive master of science to executive seminars and round table sessions. The flagship offering for executives in the field of communication is the Executive Master of Science in Communications Management, a part-time program designed for experienced communication professionals and in cooperation with the Singapore Management University (SMU) and the University of California Los Angeles (UCLA) (www.cm-exed.usi.ch).

Tuck Executive Education at Dartmouth

In the United States, the Tuck School of Business at Dartmouth’s reputation speaks for itself. In 2011 it ranked number one in both The Wall Street Journal/Harris Interactive ranking and The Economist’s ranking of the best full-time MBA programs worldwide. It also ranked in the top ten of the highly reputed Forbes magazine and annual U.S. News and World Report rankings of graduate business schools. USI Università della Svizzera italiana is pleased to establish this new collaboration and bring two of Tuck’s thought leaders to Switzerland.

A special rate has been negotiated for Executive Seminar participants at the Villa Sassa Hotel (www.villasassa.ch), one of the best hotels in Lugano. It is located in the hills with a splendid view of lake Lugano, yet only a few minutes walking distance from the city center.

- **Superior Rooms**
  - Single occupancy: CHF 200.- (approximately EUR 167.-)
  - Double occupancy: CHF 300.- (approximately EUR 250.-)

Rates include daily breakfast buffet and VAT. Not included are tourist taxes of CHF 4.70 per person/per night. Reservations may be made directly with the hotel. In order to secure the special rate, navigate to the hotel website from www.cm-exed.usi.ch and use the booking code: USI 2012.

Hotel reservation deadline – October 23, 2012

Villa Sassa Hotel,
Residence & SPA
Via Tesserete 10
CH - 6900 Lugano
Switzerland
Phone +41 (0)91 911 41 11
Fax +41 (0)91 922 05 45
Email info@villasassa.ch
http://www.villasassa.ch
The most convenient way to get to Lugano is to fly into Lugano’s small international airport (Agno) via Zurich or Geneva.

For more information about travel logistics, please visit the Executive Seminar website: www.cm-exed.usi.ch

By plane

Lugano (LUG) Airport
The most convenient way to get to Lugano from most places abroad is to fly into Lugano’s small international airport (Agno) via Zurich or Geneva with Swiss International Airline or Darwin Airline. Not only will you experience one of the most scenic flights ever with a view of the Matterhorn – it is also totally stress free to check in and out at this little airport. If you book your flight well in advance, Swiss offers good prices from all major European cities.

Swiss International Airlines: www.swiss.com
Darwin Airline: www.darwinairline.com
Lugano Airport – Lugano shuttle bus schedule: www.shuttle-bus.com

Milan Malpensa (MXP) Airport
The major international hub for Lugano is Milan Malpensa Airport. All major European airlines (over 70 in total) operate direct flights to Milan Malpensa Airport several times per day, including low-cost carriers such as Ryanair and Easyjet. Shuttle busses run regularly between Malpensa and Lugano, making for a trouble-free journey. The shuttle trip takes approximately 50 minutes (round-trip fare EUR 35.-).

Information on low-cost airline connections: www.flyto.com
Shuttle bus services to and from Milan Malpensa Airport – Lugano: www.jetbus.ch/ or www.malpensaexpress.ch/

Milan Bergamo Airport
Another option is Bergamo’s Orio al Serio, the local base for a large number of budget airlines. Bergamo is about 1 1/2 hours from Lugano by car. Alternatively, travellers can take a bus to Milan, and then catch a train to Lugano. Milan-Bergamo (Orio al Serio) Airport: www.sacbo.it

By train
Traveling by train in Switzerland is easy and reliable, thanks to one of the world’s best railway systems. Lugano lies right on the North-South axis with trains running between Milan (40 minutes to 1 hour) and Zurich (2 hours 30 minutes to 3 hours) every hour. If you want to experience a picturesque journey, fly into Zurich and take the train to Lugano. Check the Swiss National Railway website for national and international train connections: www.sbb.ch

By car
Lugano is served by the motorway axis that directly connects Northern Europe to the Mediterranean.

Online maps: www.viamichelin.ch
Private chauffeur service: www.paniccucitaxi-parking.com/EN/
Executive Seminar
«Risk communication leadership: Theory, tools, and practical skills for communicating effectively»

September 10-11, 2012 / USI - Lugano, Switzerland
Is your organization prepared? Mitigate your organizational risk by increasing your knowledge of effective risk assessment, perception, and communication leadership through an exclusive two-day executive seminar with Professor Ragnar E. Löfstedt, a prominent faculty member from the Risk Management Centre at King's College London and Geoffrey Podger, guest speaker and Chief Executive of the British Health and Safety Executive Great Britain.

Excellence-in-communication lecture
«Enterprise 2.0: The use of social media internally and its implications for the organization»

October 4, 2012 / IBM Headquarters - Zurich, Switzerland
Professor Klaus Tochtermann, Director of the ZBW German National Library of Economics – Liebniz Information Centre for Economics and Professor of media computer science at Christian Albrechts University of Kiel will lecture on the use of social media internally and its implications for the organization.

Executive Master of Science in Communications Management (EMScom)

March 2013 – November 2014 / USI - Lugano, Switzerland
USI Università della Svizzera italiana is the leading Swiss institution in the field of communication research and the only institution with a full-fledged communication faculty, based in Lugano. The flagship offering for executives in the field of communication is the Executive Master of Science in Communications Management, a part-time program designed for experienced communication professionals.