

# NATION BRANDING MASTERCLASS

## COMPETING ON THE WORLD STAGE



PART OF THE 2009 SERIES OF  
NATION BRANDING MASTERCLASSES

IN ASSOCIATION WITH

**BBC**  
**WORLD**  
**NEWS**

bbc.com

A unique one-day seminar open to senior global public officials, policy-makers, NGOs, business leaders, thought leaders, marketing professionals and media specialists.

**12th November**  
**ExCel**  
**London**



### MASTERCLASS LEADER

**Simon Anholt** is the leading expert on managing and measuring national identity and reputation. A member of the British Government's Public Diplomacy Board, Simon has advised the governments of numerous nations. He is Founding Editor of the quarterly journal, 'Place Branding and Public Diplomacy'. His books include 'Brand New Justice', 'Brand America' and 'Competitive Identity - The New Brand Management for Nations, Cities and Regions'. He publishes three major global surveys, the Anholt Nation Brands Index, City Brands Index and State Brands Index.

"Simon [Anholt] is the best in the business on this topic."  
Delegate, London 2007



### KEYNOTE SPEAKER LORD TIM BELL

Chairman, Chime Communications

Lord Tim Bell is one of the best known figures in the UK communications industry. He advises foreign heads of state and international business leaders and politicians around the world on reputation management.

"We are now taking nation branding seriously and realise that we have a great deal of work to do. That is why I welcome this event!"  
Arthur Mutambara, Deputy Prime Minister, Zimbabwe

"I attend 50+ events per year. This is streets ahead of the rest."  
Jason Loe, Ministry of Trade & Industry, Asia 2009

"Excellent delivery by Simon - an interesting and very pragmatic view of what can and can't be done."  
Government Representative, Asia 2009

"Simon is a brilliant speaker and an original, great thinker. It was a comprehensive, well-structured, informative, insightful masterclass. Congratulations and thank you!"  
Kund Florian, National University of Singapore, Asia 2009

"A well organised event which couldn't have come at a better time. This event has been revealing and insightful!"  
Henry Ofori Akwaboah, Ghana Oil Company Ltd (GOIL), Africa 2009

"It gave our clients like the Ministry of Tourism, Government of India, India Brand Equity Foundation and many more an exposure to what Nation Branding is about."  
Fareed Kuka, RMA Media, India 2009

## SPEAKERS



**Danny Lopez**  
Managing Director,  
Marketing Group, UKTI



**Dileep Mudadeniya**  
Managing Director, Sri Lanka  
Tourism Promotion Board



**Daniel Ritterband**  
Director of Marketing,  
Office of the Mayor of  
London, GLA



## WHO SHOULD ATTEND?

The masterclass is designed to give government policy-makers, city and regional authorities, public affairs professionals, trade bodies, tourist authorities, export promoters, NGOs, brand marketers and agencies - indeed anyone connected with the health of a national brand - the opportunity to learn the tools to help create outstanding reputations and economic success. A unique combination of theory and practice, this masterclass is a must-attend event.

## WHAT WILL YOU LEARN?

- How your own nation ranks on the global league table of reputation.
- Why Nation Branding is important to your country or business.
- How a negative international standing will affect you.
- How regions and cities can also be measured and monitored.
- The key techniques to understand and mould a national image.



# AGENDA

**09:00** Welcome: Tanya Beckett, Presenter, World Business Report, BBC World News

## 09:15 OPENING KEYNOTE ADDRESS



### Lord Tim Bell

Chairman, Chime Communications

Lord Bell will share his experiences of advising world leaders and governments around the world on the management of their reputations.

## 09:45 UNDERSTANDING NATIONAL IMAGE Simon Anholt

What is a national image? Simon will explain the basics of place branding and the links between perception and reality. Why is this important? How does a good image enhance competitiveness, and how does a weak or negative reputation block or reverse development? What makes perceptions change? Simon will end this first presentation by revealing the realities of altering a national image; when it happens, and why - employing many real-life examples from the last four centuries.

## 10:50 Refreshments

## 11:20 MEASURING NATIONAL IMAGE Simon Anholt

Explaining the 'Anholt Nation Brands Index': A look at how national images are measured and analysed - with data trends since 2005. Which countries are

rising and falling, and why? What do the winners have in common? Simon will reveal the qualities and assets that people admire in other countries.

## 12:30 Questions & Lunch

## 14:00 AFTERNOON KEYNOTE



### Dileep Mudadeniya

Managing Director, Sri Lanka Tourism Promotion Board

Dileep will discuss the strategy behind the Sri Lanka "small miracle" campaign and discuss the particular issues that Sri Lanka faces.

## 14:30 INFLUENCING NATIONAL IMAGE Simon Anholt

Simon will now move onto Competitive Identity and will provide the framework for an approach to understanding, measuring and influencing the images and reputations of places. What is involved in building a national strategy? How does a country go about creating the teams, institutions, policies and conditions that equip countries to compete more effectively in the 'age of reputation'? How can stakeholders be aligned? What structures are required for creating effective collaboration between tourism, foreign policy, culture, foreign investment, exports, civil society, education and sport?

## 15:30 Questions and Refreshments

## 16:00 PANEL DISCUSSION

Progressive thought leaders will discuss the lessons of the day and their own experience of implementing nation branding strategies. Participants will include:



### Danny Lopez

Managing Director,  
Marketing Group, UKTI



### Daniel Ritterband

Director of Marketing,  
Office of the Mayor of London, GLA

## 17:00 Close

This Nation Branding Global Masterclass is scheduled in the official agenda of the World Travel Market in London. Book your place and benefit from the opportunity to attend the premier global event for the travel industry.

The Nation Branding Global Masterclass is scheduled in the official agenda of the World Travel Market in London. Book now to reserve your place at the Nation Branding Global Masterclass and benefit from the opportunity to attend the World Travel Market – the premier global event for the travel industry. Delegate price: £495. Visit [www.nationbrandingevents.com](http://www.nationbrandingevents.com) to book your place or email [nationbranding@csquared.cc](mailto:nationbranding@csquared.cc) for more information.

## BOOK YOUR PLACE NOW

### BOOKING FORM: NATION BRANDING GLOBAL

Thursday, 12th November, ExCel London

Price: £495

Please complete one form for each delegate

Please photocopy form for additional delegates

Salutation: Professor / Dr / Mr / Mrs / Other, please state.....

Full name.....

Job title.....

Company / organisation.....

Address.....

.....

Country.....

Telephone.....

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### PAYMENT

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### TERMS AND CONDITIONS

We hold the right to deny conference access if payment has not been made. Once a delegate place has been confirmed, cancellations can only be made up until 13 October and all cancellations must be made in writing. No refund will be available for cancellations made after 13 October but substitute delegates are always welcome. The organiser has the right to alter the timings and content of this Masterclass event. Early bird bookers will receive their copy of Simon Anholt's "Competitive Identity" at the event.

## BOOK ONLINE AT [WWW.NATIONBRANDINGEVENTS.COM](http://WWW.NATIONBRANDINGEVENTS.COM)

Or Fax completed booking form to +44 (0) 207 367 6971 or call +44 (0) 207 367 6993 to reserve your place

### OTHER EVENTS IN THE SERIES



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