Università della Svizzera italiana

MScom Executive Master of Science in Communications Management

.HARBOURCLUB.

Geneva Communications Forum «Taking Brand Initiative: Aligning Strategy, Culture, and Identity»

Majken Schultz, Professor, Copenhagen Business School, Denmark
Mary Jo Hatch, Professor Emerita, University of Virginia, USA

Monday, September 14, 2009, 18:00 hrs

Merck Serono
Chemin des Mines 9
CH-1202 Geneva, Switzerland

Photo courtesy of Burckhardt+Partner

Agenda

Monday, September 14, 2009 at Merck Serono

18:00 **Refreshments and networking**

18:30 **Welcome and introduction**
Stefanie Lauber
Head of Communications, Merck Serono
MScom8 alumna

Francesco Lurati
Academic Director, Executive MScom Program
Università della Svizzera italiana, Lugano

Lecture
«Taking Brand Initiative: Aligning Strategy, Culture, and Identity»
Majken Schultz, Professor, Copenhagen Business School, Denmark
Mary Jo Hatch, Professor Emerita, University of Virginia, USA

Q&A

20:00 **Apéro riche**

«Taking Brand Initiative: Aligning Strategy, Culture, and Identity»

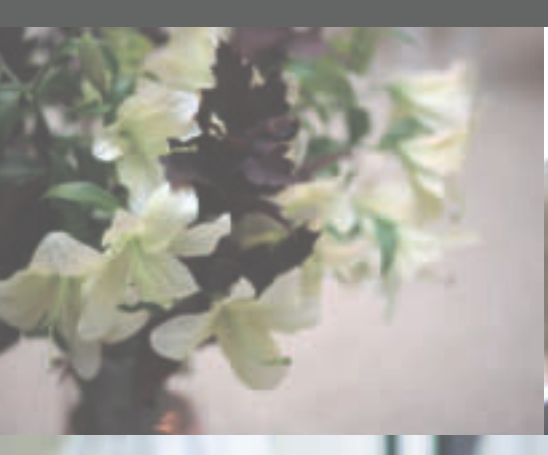
Professors Mary Jo Hatch and Majken Schultz began their research into corporate branding on a foundation of expertise in the areas of organizational culture and identity. They will take the position that there is no reason to reinvent the wheel and offer their thoughts about how to leverage existing cultural knowledge about an organization to inform strategic change that resonates with corporate brand management. They will explore how managers and executives can most effectively interact with and influence their organization's cultures, how subcultures can undermine the cross-functional collaboration a corporate brand requires, and whether or not you want to engage stakeholders in your cultural change efforts. They will present their model of corporate branding, featured in their new book *Taking Brand Initiative: How Companies Can Align Strategy, Culture and Identity Through Corporate Branding*, and work from this foundation to explain how to manage your corporate brand.

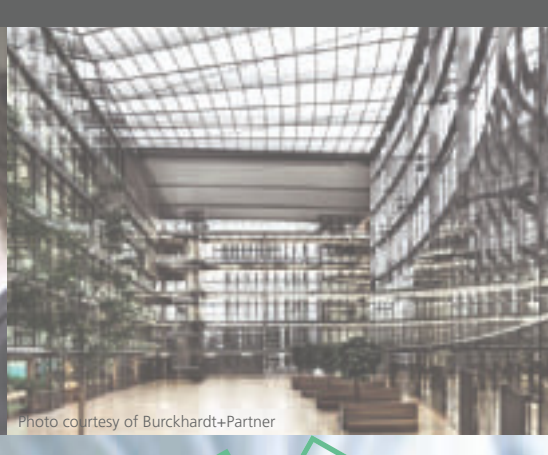
Keynote speakers

Professor Majken Schultz,
Copenhagen Business School, Denmark
Majken Schultz is professor of management at Copenhagen Business School and a partner in the Reputation Institute. She is co-editor of *Corporate Branding: Purpose, People, Process* (with Yun Mi Antorini and Fabian Csaba) and author of *On Studying Organizational Cultures: Diagnosis and Understanding*. Her articles on corporate branding, organizational cultures, identity and reputation management appear in Harvard Business Review, California Management Review, Corporate Reputation Review, European Journal of Marketing, Human Relations, Academy of Management Review, Academy of Management Journal, Journal of Management Inquiry and Organization Studies. She serves on several company boards, including Danske Bank and COWI. Visit www.majkenschultz.com

Professor Mary Jo Hatch,
University of Virginia, USA
Mary Jo Hatch, professor emerita of the University of Virginia, is an adjunct and visiting professor at the Copenhagen Business School. She is author of *Organization Theory: Modern, Symbolic and Postmodern Perspectives*, now in its second edition (with Ann Cunliffe), and *The three Faces of Leadership: Manager, Artist and Priest* (with Monika Kostera and Andrzej Kozminski).). Her research on corporate branding, organizational culture, and organizational identity has been published in Harvard Business Review, California Management Review, European Journal of Marketing, Journal of Brand Management, Human Relations, Academy of Management Review, Administrative Science Quarterly, and Organization Studies. Contact Hatch at mjhatch@virginia.edu.

Together Hatch and Schultz have co-authored three books: *The Expressive Organization: Linking Identity, Reputation and the Corporate Brand* (with Mogens Holten Larzen), *Organizational Identity: A Reader* and *Taking Brand Initiative*, which was published in 2008.

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Organizers

Università della Svizzera italiana — MScom Executive Master of Science in Communications Management

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Co-organizers

Geneva Communication Professionals Group

PR Société Romande de Relations Publiques SRRP

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Organizational details

Date and location
Monday, September 14, 2009, 18:00 hrs (doors opening as of 17:30 hrs)
The event will be followed by an apéro riche

Merck Serono
Chemin des Mines 9
CH-1202 Geneva

Fee
CHF 85 incl. refreshments and apéro riche.

Registration
The registration deadline is September 7, 2009 and participation is limited to 80. Registrations will be processed in order of receipt and a confirmation and invoice will be sent after registration. For cancellations after the registration deadline, the full amount remains due.

Inquiries
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Switzerland

Phone +41 58 666 46 05
Fax +41 58 666 47 39
Email mscom@unisi.ch

How to find the event location

Merck Serono
Chemin des Mines 9
CH-1202 Genève

By public transportation
The RER Sécheron railway station (Coppet/Geneva). From the Airport, take buses 28 and 11: end station Jardin botanique, walk back 20 m towards Place des Nations, turn left in Chemin des Mines.

From bus 1: Get off at Jardin Botanique. Cross Rue de Lausanne.

From RER: Walk down Av. de la Paix towards Jardin botanique. Turn right in Chemin de Mines.

From trams 13 and 15. Get off at Avenue de France. Cross and turn left on Av. Blanc.

By car
From the A1 motorway, take the Route 1/Route de Lausaunne exit. From downtown Geneva, head towards Barton Parc. Limited parking available on-site at Merck Serono.

Geneva Communications Forum

The «Geneva Communications Forum» is organized by the Executive MScom Program (USI Università della Svizzera italiana) and the .HarbourClub. in cooperation with the Geneva Communicators Network, the Geneva Communication Professionals Group and the Société Romande des Relations Publiques (SRRP). The forum, which takes place once a year, provides expert perspectives on the fast-changing field of communication management. In addition to raising awareness of communications as a core competency in today's organizational environment, the presentations and discussions will seek to forge closer links between academic research and professional practice. The forum also provides a platform for communications professionals from a broad range of sectors to further develop their networks in the region.

Event organizers
- The Executive Master of Science in Communications Management (MScom) is a part-time, post-graduate program for experienced communications professionals. One of the first programs of its kind in Europe, MScom was founded in 1999 at the Università della Svizzera italiana (USI) in Lugano, Switzerland. Seminars are held in English every other month over a 21-month period. A multinational faculty of more than 30 professors with impressive academic credentials and business experience ensures the program's excellence and global orientation. The MScom curriculum includes a two-week strategic session at the UCLA Anderson School of Management, Los Angeles.
  www.mscom.unisi.ch

- The .HarbourClub. is a Swiss association of Chief Communications Officers. Its mission is to foster the professionalization of Corporate Communications through know-how exchange among leading professionals, to engage in the discussion of current and future challenges and to offer its members an exclusive networking platform.
  www.harbourclub.ch

Co-organizers
- Geneva Communicators Network
  www.genevacom.wordpress.com

- Geneva Communication Professionals Group

- Société Romande de Relations Publiques (SRRP)
  www.srrp.ch

Response card

You can also register by returning this form by ground mail or fax to +41 58 666 47 39. You can also register electronically on www.mscom.unisi.ch > events.

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Website www.mscom.unisi.ch

Registration form to be returned by September 7, 2009

Geneva Communications Forum
«Taking Brand Initiative: Aligning Strategy, Culture, and Identity»

Monday, September 14, 2009, 18:00 hrs

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Chemin des Mines 9
CH-1202 Geneva, Switzerland

Last name, first name _____

Function/position _____

Organization _____

Street _____

City _____

Phone _____

E-mail _____

Date, signature _____