

Invitation to become a Media Partner



Brand2Global Conference: Innovative Global Marketing Strategies. London, 1-2 October 2014

Presented by: The Localization Institute

Sponsors: BrandMaker, CMO Council, Global Marketing Network (GMN), and The Boeing Institute of International Business at St. Louis University

Brand2Global is a conference for executives in global marketing. If you're an executive responsible for international market share, we hope you'll join us in London for this first-time event. Come for the opportunity to learn cutting-edge global marketing trends and techniques and network with peers from around the world.

Brand2Global Conference focuses on 4 key areas critical to global success: Global Branding, Global Marketing Campaigns, Global Websites and Global Social Media.

As a Media Partner we seek your assistance with outreach and PR activities.

This would entail:

- Sending periodic emails to your contacts and mailing lists, and promoting the special discounted rate to your members.
- Including stories and information about Brand2Global in your newsletter or mailings
- Issuing press releases highlighting our collaboration.
- Making use of your social media channels to spread the word about Brand2Global;
- Including the Brand2Global logo on your website, linking to the Conference website.

We will be sending you communications materials on a regular basis that you can use for this purpose. We expect you to cover at least 4 of the above-listed possibilities.

In return, we will do the following:

- We will offer a special 10% discount code to your membership
- As a media partner, you will be highlighted on the Brand2Global Website
- As a media partner, we will include your logo and biography in the conference app.
- We will link directly to your company website from Brand2global.com
- As a media partner, you will be mentioned in our press releases.
- As a media partner, you will also be mentioned in some of our social media communications.

Your opportunity

Through being a Media Partner for the conference you will link your organization to a unique global network of thinkers, leaders and doers in the field of global marketing and business.

As a gathering of representatives from business and other stakeholder groups - this conference is the place to be for any organisation aiming to position itself as a leader in the field of Global Marketing.

We are thankful to organizations like yours that are helping to increase awareness of global marketing issues. We truly hope you will join us in this global project.

For any questions on the role your company could play at Brand2Global Conference, please contact:

Program Leader

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Or

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Conference Abstract

Taking a brand global has become of huge importance for companies counting on continuous growth. Opportunities abound, the rewards are rich but the learning curve is steep.

What is your brand essence and how do you assure that this essence is established accurately in the target countries? What are best practices for global ad campaigns that combine a universal message yet can easily be transcreated into local campaigns?

How do you best balance centrally managed content with local flavor on your web site? What is your strategy for international SEO? What obstacles stand in the way of making money in global e-Commerce? How do you track your success?

Social Media is bursting at its seams, both in the US and abroad. How can you take advantage of it in building your global brand and campaigns, and how can you make sure that communication is not a one-way street? How do you track the sentiments of your global customers? How do you effectively communicate across borders and cultures within your own organization?

President: Ulrich O. Henes

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Conferences by Localization Institute have attracted 400-600 attendees in locations such as Bonn, Paris, Berlin, Barcelona, Shanghai, Seattle etc. The Boeing Institute conferences have also been widely attended, and presided by top experts such as UN Secretary General, and top Business executives. So we are confident to attract a large attendance and a stellar group of speakers.