

Università
della
Svizzera
italiana

**MScom
Executive Master
of Science in
Communications
Management**

.HARBOURCLUB.

Executive
MScom Program
University of
Lugano
via Giuseppe
Buffi 13
6900 Lugano
Switzerland

**The 5th MScom Excellence-in-communications lecture
May 8, 2007, 18:30 hrs, Berne**

"Corporate branding as organizational change"

Majken Schultz

Professor of Management,
Copenhagen Business School, Denmark



MScom

MScom Excellence-in-Communications Lecture Series

The MScom lecture series brings international experts to Switzerland to speak on communication topics linked to best-in-class management practices. In addition to raising awareness of communications as a core competency in today's business environment, the presentations and discussions are designed to forge closer links between academic research and corporate practice. The lecture series, which takes place twice a year and is hosted by major multinational companies in Switzerland, also offers a valuable networking opportunity for professionals.

The Executive Master of Science in Communications Management (MScom)

is a part-time, postgraduate program for experienced communications professionals. As one of the first of its kind, MScom was founded in 1999 as part of the post-graduate studies program offered at the University of Lugano, Switzerland. Courses are conducted in English over a 21-month period. An international faculty of more than 30 professors from renowned institutions around the world ensures the program's academic excellence and its multi-national orientation. MScom cooperates with Copenhagen Business School on program content and joint sessions, including the summer session at the UCLA Anderson School of Management, Los Angeles, one of the leading business schools in the US.

The HarbourClub is a Swiss association of 50 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.

Co-organizer

.HARBOURCLUB.

Location partner

DIE POST 

Event partners

Burson·Marsteller

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Media partners

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Agenda

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17:00 Optional guided tour of the Stade de Suisse

18:00 Refreshments and networking

18:30 Welcome

Professor Piero Martinoli, President,
University of Lugano

.HarbourClub. and the Swiss Post

Introduction

Francesco Lurati, Academic Director Executive MSc Program,
University of Lugano

Lecture

"Corporate branding as organizational change" by Majken Schultz,
Professor of Management, Copenhagen Business School, Denmark

Discussion

20:15 Aperitifs and buffet dinner

Topic

Corporate branding as organizational change

In her remarks as part of the MScom Excellence-in-Communications Lecture Series, Majken Schultz will speak about how companies initiate and execute corporate brand strategies. The focus of branding has shifted away from individual products to the corporations that make them. Along with this shift, there has been an important change in the way branding works. In the case of corporate branding, the organization's heritage, values, beliefs, and style create a symbolic system of meaning that defines the brand. This implies there is much more to managing a corporate brand in comparison to product branding.

This lecture includes guidelines on how to manage corporate brands by focusing on who "we" are as an organization, and the roles that organizational culture, strategic vision and stakeholders' images play in generating corporate brand value. The speaker will offer a diagnostic framework for corporate branding that participants can apply to their own organizations.

In addition, Majken Schultz will introduce the different stages that most companies go through as part of their brand execution and elaborate on the shifting challenges to management during the changes necessary to make corporate brands stick. She will offer case studies of successful corporate brands as well as discussing the lessons learned from failed efforts.

Registration

Registration form

to be returned by April 25, 2007

You can register for this event until

April 25, 2007

on the MScom website
(www.mscom.unisi.ch),

by email to

mscom@unisi.ch

or by sending this form

by fax to

+41 58 666 47 39

MScom Excellence-in-Communications Lecture Series
"Corporate branding as organizational change"

Tuesday, May 8, 2007, 18:30 hrs

**Stade de Suisse, Wankdorf, Nationalstadion AG,
Papiermühlestrasse 71, CH-3014 Berne**

MScom Alumnus/Participant .HarbourClub. Other

Name

Position

Organisation

Street

City

Phone

E-mail

Yes, I would like to participate in the guided tour (17:00 - 18:00 hrs)
of the Stade de Suisse before the event.

Yes, I would like to receive a free six-month subscription to BILANZ.

MScom Excellence-in-communications lecture
Executive MScom Program
University of Lugano
via Giuseppe Buffi 13
6900 Lugano
Switzerland

Speaker

Majken Schultz
Professor of Management,
Copenhagen Business School, Denmark

Majken Schultz is Professor of Management at Copenhagen Business School, Denmark. She also chairs the Practice Committee of the Organization and Management Theory Division at the Academy of Management and is a partner in The Reputation Institute. She has published several books and numerous articles in leading international journals on organizational culture, identity and image, corporate branding and reputation management, including the first article by a Danish author in the Harvard Business Review.

She has orchestrated two large research projects on corporate branding, both in collaboration with Professor Mary Jo Hatch, University of Virginia. Part of this work has focused on the establishment of a network of leading global companies dedicated to corporate brand management that includes Novo Nordisk, Johnson & Johnson, Nissan, Telefonica, ING and the LEGO Group. A book on corporate branding based on those experiences will be published soon.

Majken Schultz serves on several boards, including that of Danske Bank, a leading Scandinavian Financial Group. She was a keynote speaker at the World Economic Forum 2004 and has spoken at numerous international conferences. She has served as a consultant for several leading companies in Scandinavia, plays an active role in the business community, and is a leading authority on corporate branding and reputation.

More information at
www.majkenschultz.com

Date and

Organizational details

Date

Tuesday, May 8, 2007, 18:30 hrs, doors open at 18:00 hrs.
The optional guided tour of the Stade de Suisse starts at 17:00 hrs.
The lecture will be followed by aperitifs and a buffet dinner.

Location

Stade de Suisse
Wankdorf Nationalstadion AG
Papiermühlestrasse 71
CH-3014 Berne

Costs

CHF 150 incl. aperitifs and buffet dinner

Participants

The number of participants is limited to 80.
Registrations are processed in order of receipt.

Registration deadline

The registration deadline is April 25, 2007.
A confirmation and invoice will be sent after registration.
In the event of cancellation after the registration deadline, the full amount is still due.

Inquiries

Executive MScom Program
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Switzerland

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fax +41 58 666 47 39

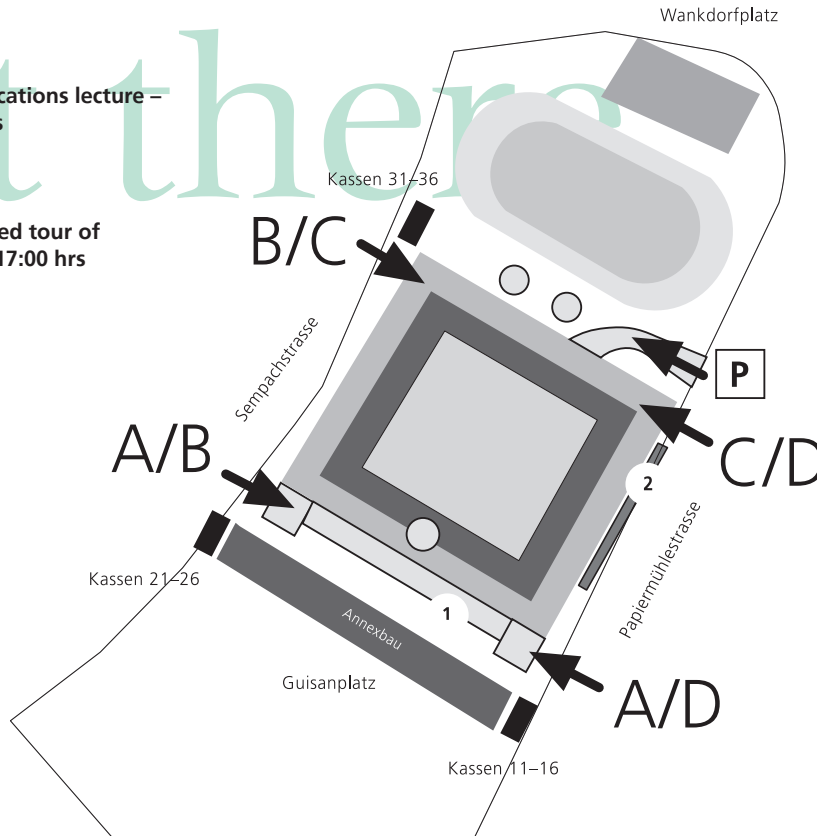
email mscom@unisi.ch

location

How to

How to find the event location

- 1 Entrance**
Papiermühlestrasse 71
to MScom
Excellence-in-communications lecture –
doors open at 18:00 hrs
- 2 Entrance**
Papiermühlestrasse 77
Meeting point for guided tour of
the Stade de Suisse at 17:00 hrs



Stade de Suisse
Wankdorf Nationalstadion AG
Papiermühlestrasse 71
CH-3014 Berne

Tuesday, May 8, 2007, 18:30 hrs,
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Public transportation

The Stade de Suisse Wankdorf can be reached best using public transportation
Tram 9 to Guisanplatz
Bus 20 to Wyler
S-Bahn (S1, S2, S3, S4, S44) to Bern Wankdorf

By car

After exiting the highway at Bern-Wankdorf follow the signs to the Stade de Suisse. Once close to the stadium you will see the sign for the indoor car park that is accessible from Papiermühlestrasse.

Useful Links:

- www.bernmobil.ch
- www.s-bahn-bern.ch
- www.stadedesuisse.ch/stadion/sta-anfahrt.htm