

Personal invitation to unique event

# UNITE THE WORLD: BRAND WITH A CONSCIENCE

Thursday  
March 31<sup>st</sup> 2016  
Amsterdam

An event to meet and debate  
with brand leaders that  
change the relevancy of  
business

Come and discuss brand challenges and opportunities. Be inspired by the case studies that we will present from the book **Brands with a Conscience**. Hear the champions of those brands, see proof of concept from successful and responsible brands around the world. Join the conversation with a wider audience of brand and business leaders and learn how to emulate best practice.

#### You will definitely

- Gain proof of concept
- Learn from international leading brands
- Debate with prestigious brand leaders from over the world
- Impress by sharing your thoughts and insights

#### KEY NOTES (14:00 – 15:00)

Ava Hakim, Executive Global Solutions IBM

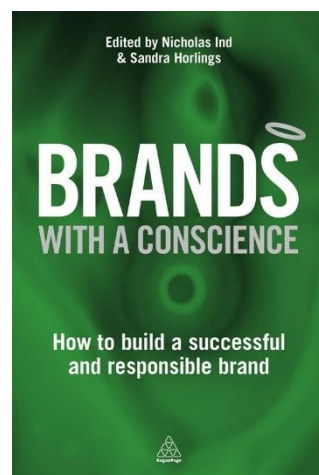
Brigitte Stepputis, Head of couture Vivienne Westwood

Joris Lohman, Member Executive Committee Slow Food International

#### ACTION LABS (15:00 – 17:00)

For joyful debates, high-pitched arguments and crackling dialogues on a variety of subjects:

- How to build a conscious culture
- Brand leaders that unite
- Branding an employee owned business
- The true start of value creation
- Juvenile brands: start up or brand?
- Brand conversations based on values



#### BOOK LAUNCH (17:00 – 18:00)

Festive launch of **Brands With a Conscience**  
*-the expert guide to ethical brand practice-*  
Drinks and network opportunities



[www.medinge.org](http://www.medinge.org)

Register @ Sandra Horlings, Dutch member of Medinge Group

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