The 10th INTERNATIONAL CORPORATE IDENTITY GROUP (ICIG)
SYMPOSIUM
Friday, 30th November, 2007
CAVENDISH ROOM HAMILTON CENTRE
Brunel University, London

THE 10th INTERNATIONAL CORPORATE IDENTITY GROUP (ICIG) SYMPOSIUM
Friday, 30th November at The Cavendish Room, Hamilton Centre, Brunel University

CORPORATE IDENTITY AND CORPORATE MARKETING: REFLECTIONS AND DIRECTIONS
Organiser: Professor John M.T. Balmer, Professor of Corporate Marketing and Founder/Chairman of the ICIG

Established in 1992 and launched at the House of Lords in 1993, the International Corporate Identity Group (ICIG) was founded by John Balmer to explore the often neglected role of the corporate identity management in the digital world. Since then, the ICIG has become the most important forum for corporate identity discussion. Over the years, the ICIG has attracted papers and discussions that demonstrate the need to define and manage the corporate identity. This year, the ICIG is pleased to present a number of keynote speeches and a range of papers on the subject of corporate identity. The ICIG also hopes to continue the high-quality standard of previous conferences.

www.brunel.ac.uk

Organiser: Professor John M.T. Balmer
(Founder and Chairman of the ICIG and Professor of Corporate Marketing, Brunel University)
PROGRAMME

Coffee and Registration 9.00 to 9.30 am

*Kindly be seated in the Cavendish Room at 9.25 for 9.30. Thank You*

9.30 Welcome.

TBA

9.35 “*Corporate Identity and Corporate Marketing: Reflections and Directions*”

*Professor John M.T. Balmer:* Founder and Chairman of the ICIG


*Professor Sir Robert Worcester:* Chancellor of The University of Kent. Founder and Chairman of MORI.

10.15 Questions

10.25 “*Corporate Branding is Back?”*  
*Adrian Day:* Managing Director of FHD (Corporate Brand Consultants, London)

10.45 Questions

10.55 Coffee

11.10 “*Identity and Strategy: the Evolution of British Airways 1980s to the early 2000s*”

*Professor John M.T. Balmer,* Professor of Corporate Marketing, Brunel Business School.  
to answer questions posed by Professors Balmer and Greyser along with those from symposium delegates)
11.45 Questions will be taken by the presenters along with Lord Marshall of Knightsbridge: Former Chairman and Chief Executive of British Airways. Chairman of Pirelli (UK). Chairman of Nomura International plc.

12.00 Luncheon

13.00 “Reputation and Rhetoric: Some Thoughts on Corporate Dissonance”
David Bernstein: Author, Broadcaster and Consultant on Corporate Communications

13.30 Questions

13.40 “Corporate Identity Management as a Basic Concept of Corporate Marketing”
Professor Dr. Klaus-Peter Wiedmann: Professor of Marketing and Management. Leibniz University, Hannover, Germany.

14.00 Questions

14.05 “Reflecting on Corporate Identity: A Personal Perspective”
Professor T.C. Melewar: Professor of Marketing at Strategy, Brunel University, London.

14.25 Questions

14.30 Crisis Management: Reflections and Directions from the Harvard Case Study Tradition”

14.55 Questions

15.00 Closing Remarks
Professor John M.T. Balmer, Chairman and Founder of the ICIG

After the closing remarks Tea will be served
THE INTERNATIONAL CORPORATE IDENTITY GROUP (ICIG)

Established in 1994 and launched at House of Lords in 1995 the International Corporate Identity Group (ICIG) was founded by Professor John M.T. Balmer with the aim of fostering a deeper understanding of the strategic importance of corporate identity and its management. The ICIG draws on academic along with practitioner insights relating to corporate identity and, more recently, embraces the wider territory of corporate and organisational marketing where identity-based perspectives are also highly salient. The issuance of the ICIG Statement on Corporate Identity (“The Strathclyde Statement”) by Balmer and Greyser represents, for instance, a significant advance on early characterisations of corporate identity and which stresses its strategic and multidisciplinary nature. ICIG symposia represent a key aspect of the ICIG’s work and speakers at former ICIG events have included prominent politicians (Peter Mandelson), academics, Professor John Kay (Director of the Said Business School Oxford University), Professor Stephen A. Greyser, Professor Mary Jo Hatch, Professor Maijken Schultz, Professor Van Riel etc), leading consultants of corporate identity and corporate marketing (Professor Sir Robert Worcester, Wally Olins, David Bernstein, Clive Chajet, Adrian Day etc) and, importantly, captains of industry such as Lord Marshall of Knightsbridge, Lord King of Wartnaby, along with the Group CEO of BP, The Chairman of Barclays Bank, The CEO of the Yorkshire Building Society, the Vice Chairman of Abbey National plc etc). Previous symposia have been held at Oxford University, The Queen Elizabeth II Conference Centre London, Strathclyde Business School Glasgow, Browns Hotel London, Bradford School of Management, and (last year) The Balmoral Hotel Edinburg; the latter was organised with Dr. S. Powell and Professor Melewar. Papers from the above have appeared in special editions on corporate identity and corporate marketing in various prominent journals including International Studies of Management and Organizations, The European Journal of Marketing, International Journal of Bank Marketing, Corporate Communications: An International Journal, The Journal of Brand Management. It is hoped that many of the papers presented during today’s symposium will also appear in print in due course.

Further archival material on the ICIG along with information on the International Centre for Corporate and Organisational Marketing Studies can be found on: www.corporate-marketing.org
BIOGRAPHICAL INFORMATION

Sir Robert Worcester is Chancellor of The University of Kent and is the founder of the MORI polling and image research organisation. Sir Robert is a Deputy Lieutenant of the County of Kent. Sir Robert holds a number of Honorary and Visiting Professorships in addition to five honorary doctorates. He is an Honorary Fellow of the London School of Economics and Political Science. Sir Robert is a Freeman of the City of London and is Chairman of the Pilgrims Society.

Adrian Day is Managing Director of FHD Corporate Brand Consultants. He has held senior positions at several leading branding and design consultancies including Managing Director of Landor’s London office and Client Services Director at UffindellWest. Adrian has advised across a wide range of sectors for companies including Reuters, the Scottish Office, British Airways, RBS Group, Standard Life, City of Birmingham, Citigroup, Shell and BP.

Lord Marshall of Knightsbridge is a former Chairman and Chief Executive of British Airways. He is Chairman of Pirelli UK plc and Chairman of Nomura International plc. In addition, he is Chairman of Governors at Birbeck College, University of London. Lord Marshall is a former President of the Confederation of British Industry and a former Chairman of the Royal Institute of International Affairs (Chatham House). He was created a life peer in 1998.

Professor Stephen A. Greyser is the Richard P. Chapman Professor of Business Administration (Marketing/Communications) Emeritus at Harvard Business School. He is a former editor and research director of Harvard Business Review. He is responsible for sixteen books and monographs and has published some 300 Harvard case studies. Professor Greyser is a frequent speaker, television panelist, and commentator on marketing, sports management, and crisis management. In almost 40 years of teaching, he has never missed a class.

Professor John M.T. Balmer is Professor of Corporate Marketing at Brunel University, London. He has served as the guest editor for 12 journals on corporate identity/corporate marketing themes and his published output has appeared in leading journals such California Management Review, European Journal of Marketing, Journal of Business Ethics, etc. Professor Balmer has worked with a variety of organisations and institutions on corporate marketing projects including the Swedish Monarchy, the BBC, the WPP Group and Mercedes Benz.
David Bernstein is author of the seminal text 'Company Image and Reality' and has also penned other books on communication, advertising, and marketing. He was creative director of three advertising agencies before starting his own consultancy, The Creative Business. He is Governor of the History of Advertising Trust and a regular columnist in Design Week. David has the unique distinction of having had one of his television plays interrupted by one of his commercials.

Professor Dr. Klaus-Peter Wiedmann is Director of the Institute of Marketing and Management at the Leibniz University Hannover, Germany and has many years of experience as a management consultant. He is a Visiting Professor at Henley Management College, UK, and the German Representative of the Reputation Institute. He is on the Editorial Board of three International Journals and is Deputy Chair of the Academy of Global Business Advancement (AGBA).

Professor T C Melewar is Professor of Marketing and Strategy at Brunel University, London. His research interests are in the areas of corporate identity, marketing communications and international marketing strategy. He has published in many leading journals such as the Journal of International Business Studies, International Marketing Review, European Journal of Marketing, etc. Professor Melewar is the Joint Editor-in-Chief for the Journal of Brand Management.