



TOP BRANDS, BIG NAMES: Among the seven speakers at the seminar, The Global Brand Forum, are motivational speaker Deepak Chopra and The Body Shop founder Anita Roddick.

Brains behind top brands to share their ideas

QUICK: Name some famous brands.

How about Nike, Starbucks, The Body Shop, Banyan Tree and Polaroid?

In December, some of the people who had a hand in making those brands will be in Singapore to address a branding seminar, The Global Brand Forum.

Seven keynote speakers will be featured, two of whom are virtually brands themselves: best-selling inspirational author Tom Peters, and motivational speaker Deepak Chopra.

The others are Body Shop founder Anita Roddick, Infosys Technologies chairman Narayana Murthy, brand consultant Scott Bedbury (the man behind Nike's Just Do It campaign and Starbucks), head of American design company IDEO Tom Kel-

ley, and founder of Banyan Tree Resorts Ho Kwon Ping.

Organised by public relations company Ogilvy & Mather and IE Singapore, The Global Brand Forum will be held at the Shangri-La Hotel on Dec 1 and 2.

It is rare for issues regarding "brands, business and leadership" to be discussed on a single platform, said organising chairman Karthik Siva, 38.

"Singapore businesses stand to benefit from the ideas exchanged," he said.

It took 10 months to persuade Mr Chopra and Ms Roddick to participate and each speaker's fee ranged from US\$50,000 (S\$88,000) to US\$100,000, revealed Mr Siva.

Ogilvy & Mather bore 90 per cent of the cost

while the rest was funded by sponsors such as AOL Time Warner and Singapore Press Holdings.

IDEO general manager Tom Kelley said the lineup was "stellar". Speaking by video-conference from San Francisco yesterday, he said: "Usually, there's only one keynote speaker but we'll have seven put in a room together."

IDEO is a design and development firm which spawned the Apple Mouse, Polaroid's I-Zone instant camera and the Palm V.

The forum can take 1,200 participants and hopes to attract chief executive officers and senior directors, said Mr Siva.

A ticket costs \$3,000 before the end of the month, and \$3,500 after that. Tickets can be bought at <http://www.globalbrandforum.org>.