

Global Brand Forum 2004

Redefining Leadership in Brands and Business

Day 1: Monday, 16th August 2004

0730 – 0900 Breakfast Registration

0900 – 0905 Welcome Address
Host – Riz Khan

0905 – 1030 "Leadership in Difficult Times"
Rudy Giuliani KBE *Ex-Mayor of New York City*
Audience Q&A Session
with Rudy Giuliani KBE
Host – Riz Khan

Coffee Break

1100 – 1225 "Cinema, Leadership & Society"
Francis Ford Coppola *Oscar-winning Film Director*
Audience Q&A Session
with Francis Ford Coppola
Host – Riz Khan

1225 – 1255 "Leadership Challenges Facing Asian Nations"
Guest of Honor

Lunch

1400 – 1515 "Global Brand Leadership:
An Asian Perspective"
Chew Choon Seng *CEO – Singapore Airlines*
Audience Q&A Session
with Chew Choon Seng
Host – Riz Khan

Coffee Break

1545 – 1700 Panel Discussion
"Next Generation Leadership – Issues,
Challenges & Opportunities"

Rudy Giuliani KBE, Francis Ford Coppola,
Chew Choon Seng, Warren Bennis, Russell
Simmons, Al Ries
Moderator – Riz Khan

1900 – 2100 Global Brand Forum Delegates Dinner

Day 2 : Tuesday, 17th August 2004

0900 – 0915 Opening Remarks & Day One Highlights
Host - Riz Khan

0915 – 1030 "Leadership Crucibles -
How Do We Build Better Leaders?"
Warren Bennis *Chairman of the Leadership Institute*
Audience Q&A Session
with Warren Bennis
Host - Riz Khan

Coffee Break

1100 – 1230 Application Session
"How Do We Build Better Leaders?"
Warren Bennis *Chairman of the Leadership Institute*

Lunch

1330 – 1500 "Marketing Leadership"
Al Ries *Marketing Strategist/Author*
Audience Q&A Session
with Al Ries
Host – Riz Khan

Coffee Break

1530 – 1700 "Brand Leadership & Positive Social Change"
Russell Simmons *Founder/CEO - Def Jam Records*
Audience Q&A Session
with Russell Simmons
Host – Riz Khan

1700 – 1715 Closing Address
Host – Riz Khan