

## News Release

### Free ticket contest for students adds new fire to the Global Brand Forum

Chairman hopes the move will help prepare future leaders for the many business challenges ahead

Singapore, 7 July 2004 - Global Brand Forum has taken a big step forward in widening the debate on branding and leadership by having students attend its flagship event in August for free.

The forum has launched a contest inviting students to write in 300 words why they wish to attend the Global Brand Forum 2004. Twenty-five of the best answers will win free invites to the two-day event where they will get a chance to listen, meet and converse with nine of the world's most influential minds in business and leadership. These include former New York mayor Rudy Giuliani, acclaimed filmmaker Francis Ford Coppola and Harvard Leadership authority, Warren Bennis.

"Our goal is to raise standards and inspire positive change in the way the world does business. While the forum itself is and will remain a platform for senior executives to learn and exchange ideas, it is our duty to prepare the next crop of bright young business leaders for the many challenges ahead," says Global Brand Forum Chairman, Karthik Siva.

The contest is open to all school and full-time College/University students in Singapore between age 16 and 24. Details have been posted on [www.globalbrandforum.org](http://www.globalbrandforum.org) and the deadline to submit entries is July 31.

It is hoped the announcement will be welcomed by students across the board.

"There are a lot of bright young minds out there who would wish to attend the Global Brand Forum but do not necessarily have the four thousand dollars to register," says Karthik. " Well, this is their chance to make it "



Bringing together the  
world's most inspirational  
and influential leaders

# Global Brand Forum Singapore

The Global Brand Forum will take place on August 16-17 at the Raffles City convention center. An expected audience of between 800 - 1,000 regional CEO and director level executives, government officials and entrepreneurs will gain critical insights from speakers addressing topics crucial to business and government executives such as how to develop better leaders, creating positive social change and building leader organizations and brands.

The event is supported by IE Singapore, Motorola the Singapore Ministry of Information, Communication and the Arts, the Singapore Tourism Board, CNN, Fortune, Time, The Straits Times, Singapore Airlines, and TNS.

## About Global Brand Forum

Global Brand Forum is the world's premier forum for debate, ideas and action in the areas of brands, business and leadership. It brings together the world's most inspirational and influential leaders to discuss issues, exchange ideas and develop a vision for the future.

With the aim to change perspectives and raise standards among business, government and community leaders Global Brand Forum provides participants exposure to and interaction with icon speakers from diverse backgrounds who have redefined business and changed the world.

Headquartered in Singapore the Global Brand Forum is marketed in 10 countries across the Asia-Pacific region.

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