

Global Brand Forum 2004 Media Release

Singapore to host world debate on leadership

1. Five of the world's most inspiring and influential brand and business leaders will meet in Singapore to discuss, exchange and share their personal leadership insights in August later this year. Never before have such icons in their respective fields shared one stage with the intent of creating a combustion of diverse ideas, perspectives and debate on the most critical leadership issues facing the world today. The meeting promises to provoke rich and thought-provoking dialogue on the leadership crises facing some of our biggest brands and businesses.
2. Conceived and organised by the Global Brand Forum, a leading platform that brings together the world's best minds and greatest thinkers to debate the futures of brands, business and leadership, the event will be held on the 16 & 17 of August at the Raffles City Convention Centre in Singapore. This year, the forum will be anchored on the theme "Redefining Leadership in Brands & Business".
3. This focus on the crucial issue of leadership could not come at a more opportune time. We live in a world where our organisations, companies, governments and brands are grappling with an escalating crisis in leadership. Our leaders face increasing demands of all kinds – from employees, shareholders, stakeholders and society – and are expected now to perform with a heavier moral authority than ever. Yet, despite our technological prowess, financial success and scientific advancement, many of our institutions still have to cope with vacuums of leadership at their core. Amidst a growing wave of cynicism and indifference from consumers, citizens, employees and shareholders, we need to ask now, more than ever, what needs to be done to address this deficiency? How can our current and future leaders make up for the damage caused by the Ebberts, Berardinos and Stewarts of the world?
4. "More than anyone, leaders should welcome being held accountable. Nothing builds confidence in a leader more than a willingness to take responsibility for what happens during his watch" Rudy Giuliani.
5. "Leadership is the wise use of power. Managers are people who do things right; leaders are people who do the right thing." Warren Bennis.
6. In creating a platform for robust exchange and debate on the issues facing today's and tomorrow's leaders, the Global Brand Forum 2004 hopes to set the stage for our speakers and delegates to discover some of the solutions we need to inspire and ignite change in our organizations now.
7. "There is an urgent need for brands and businesses to focus on the issue of leadership. Now, more than ever, in this vastly uncertain and globalised world,

good leadership will be defined not just by the appeal of charisma or emotions but through a set of actions” Karthik Siva - Chairman, Global Brand Forum.

8. In light of this, the Global Brand Forum 2004 aims to provoke and awaken change in our leaders of today and tomorrow. The Forum will give our executives, administrators and managers the ideas, inspiration and tools to be better, more effective and compelling leaders. Delegates will get the extraordinary opportunity to listen, meet and converse with iconic leaders such as Rudy Giuliani KBE (the man who ‘saved’ New York not once, but twice), Warren Bennis (personal mentor and advisor to four US presidents including John F. Kennedy and Ronald Reagan as well as countless CEOs, including Jack Welch of General Electric), Francis Ford Coppola (the legendary directors’ director of ‘The Godfather’ trilogy and ‘Apocalypse Now’ fame) and Russell Simmons (the prince of ‘Hip-Hop’ – Co-Founder/Chairman of Def Jam Records).
9. Key issues to be explored and discussed include:
 - What does it take to be a valued and valuable leader?
 - What sets leader brands apart?
 - What does it take to steer and transform a large global brand?
 - What powered leaders like John F. Kennedy, Ronald Reagan and Jack Welch?
 - What does it take to lead through crisis and change?
 - How can we become better, more effective leaders?
8. Once again, the Global Brand Forum is grateful for the support of our partners: IE Singapore, Singapore Tourism Board, MITA, CNN Time-Warner, Singapore Press Holdings and Ogilvy & Mather.
9. "We are pleased to partner Global Brand Forum in Singapore for the second year running. Given its calibre as a world-class event that brings together issues of leadership, business and branding, we are confident that Singapore's position as a centre of thought and brand leadership will be further enhanced," says IE Singapore CEO, Lee Yi Shyan. " It will be an excellent opportunity for leading Asian businesses to engage and be inspired by a group of exceptional leaders".

For more information about the event write to pr@globalbrandforum.org