

2012 Winter Board Meeting & Summit, February 16-17 (St Pete, FL)

*Aligning Marketing & Finance on
“Generally Accepted Brand Investment & Valuation Standards”*

Day 1 (Thursday) will focus on the Game Changing Projects:

BRAND INVESTMENT & VALUATION STANDARDS (AKA BRAND VALUE PROJECT)

Project Objectives: Provide consistent, comparable, credible and actionable brand valuations (acquired or internally developed) through the establishment of “generally accepted brand investment and valuation standards”...the critical “missing link” between the marketing and financial communities.

KEYNOTE: Microsoft’s Bob Laux will kick off the meeting with “**Communicating Value in the 21st Century**”, describing the need for a broader set of investor information, clearly demonstrated by the small percentage of market value currently explained by physical & financial assets – down from 83% in 1975 to 19% in 2009 (S&P 500).

Then from the practitioner’s perspective, Ivan Cayabyab, Manager, Global Brand GE, will review the evolution of the GE brand, “**GE Works: Managing a Global Brand,**” showcasing how GE is repositioning itself for the future.

Finally, project team co-leaders Mike Hess (Nielsen) and Dave Stewart (UCR) will review the Brand Investment & Valuation project plan and status, and James Richardson of Kimberly-Clark will lead a general discussion: Current Practice & Potential Impact.

IMPROVING FINANCIAL REPORTING

Project Objectives: Partner with the Financial Reporting and Investment communities for improving the accounting and/or reporting rules related to marketing such that financial returns from corporations will be driven and measured by operational efficiencies and buyer behavior in markets short-term and over time.

KEYNOTE: From the valuating side of it all, Mike Mard (Principle, Financial Valuator Group) will discuss current brand valuation methods conducted by banks, accounting firms and other certified valuers when brands are acquired, as well as the history of current and alternative approaches recently proposed to the standard setters.

Then from the Tax side of it all, Michael Moore (professor of accounting, UCR) will review the tax treatment of these valuations, as well as potential tax implications for reporting the values of internally developed brands.

We’ll also hear again from Microsoft’s Mr. Laux, about his standards setting journey.

Finally, team co-leaders Jim Gregory (CoreBrand) and Leigh McAlister (UTA) will review the project plan and status as well as lead a general discussion: Fears & Cheers for Reporting Brand Value (on or off Balance Sheet).

Other Projects Underway will be presented and discussed on Day 2 (Friday till Noon):

FEATURED: Measuring Return for CPG Targets w/Customer Lifetime Value
Measuring Return from Interactive
Common Language on Wikipedia
Marketing Metrics Catalogue
The MASB Book I

This meeting represents a unique opportunity for MASB Directors and Advisors to listen to those who will be served by the work of the body over the next several years, and for members and invited guests to engage in the process and help shape the transformation.

Logistics: February 16, 9 AM – February 17, Noon (including dinner Thursday evening).

Place: Trade Winds Hotel & Resort, 5500 Gulf Boulevard St. Pete Beach, FL. Call (727) 367-6461 and ask for the AMA rate starting at \$179/night (AMA has graciously added our meeting to the front end of their educators’ conference and at their group rate).

Reserve your seat by emailing megblair@theMASB.org or allankuse@mmapcenter.org. There is a \$695 “seat fee” for invited guests, \$550 for members, and \$350 for Directors & Advisors to offset the costs.

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