



ARTHUR LOK JACK
GRADUATE SCHOOL OF BUSINESS
Innovatus Ars Ducendi



BRAND

INNOVATION CONFERENCE

Fighting Recession with Innovation



November 24th 2015

Hyatt Regency



Professor
**Sasha
Strauss**

Clients, agencies, media and academic institutions call upon Sasha Strauss' award-winning forums worldwide; from Romania to China, Switzerland to Mexico. Media channels like National Public Radio (NPR), Forbes and The Wall Street Journal seek his expertise on branding everything from presidential candidates to innovative start-ups and Fortune 500s. He has keynoted with notable speakers such as Magic Johnson, Tony Hsieh, Frank Gehry, Biz Stone and Simon Sinek. With nearly two decades in strategic brand development, Mr. Strauss has built brands at the world's leading advertising, PR, marketing and branding agencies.

In 2006, Professor Strauss founded Innovation Protocol, a brand strategy consulting firm that exclusively serves innovators. As the Managing Director, Mr. Strauss leads a team of strategy consultants that serve clients such as Warner Bros, Johnson & Johnson, Korn/Ferry International, ADP, Evite and PayPal. Innovation Protocol also allocates 10% of the company's brand development services to non-profits, with millions of dollars in philanthropic work being delivered since the firm's founding.

When not supporting Innovation Protocol's international clientele, Professor Strauss teaches graduate brand strategy at USC's Marshall School of Business. His courses have a year waiting list and remain the most impactful courses in the program. On the other side of town at UCLA's Anderson School of Management, Professor Strauss is an Executive in Residence, coaching EMBA's in corporate and professional brand development. Via these professorial roles, Professor Strauss also teaches at preeminent graduate programs such as MIT Sloan and The Johnson School at Cornell.

Professor Strauss holds a bachelors degree from UC Irvine, a masters in strategic corporate communication management from USC and an executive business management degree from UCLA's Anderson Graduate School of Management. Professor Strauss is a certified Toastmaster, an Entrepreneur's Organization leader, a Big Brother (mentor), and an Eagle Scout.

Overview

Given the current state of the Caribbean economy we all know how challenging it is to maintain our market share and bottom line profits. To address these issues The Arthur Lok Jack Graduate School of Business presents our second installment of the Brand Innovation Conference (BIC) on Tuesday 24th November, 2015 at the Hyatt Regency in Trinidad and Tobago featuring Professor Sasha Strauss.

In 2014, Professor Strauss edified over 200 participants on the art of brand sustainability. His animated keynotes and hands-on workshop equipped persons with relevant and effective tools to define and build a successful brand strategy and left participants asking for more. In 2015 Professor Strauss will continue to share his expertise on branding as we delve deeper into the discussion of brand innovation.

Learning Outcomes

Participants will:

- Learn how to incorporate innovative methods into your brand building strategy to navigate through challenging economic times
- Learn how to create brand alignment and generate internal audience advocacy for your brand
- Gain a better understanding of the digital age consumer and modern global consumer psyche
- Learn how you can become a brand and how your brand can become personable

Engagements

Consulted in the following Countries:

- Switzerland
- Canada
- Chile
- Germany
- France
- Argentina
- China
- Singapore
- Nicaragua
- Japan
- United Kingdom
- Guatemala

Clients

- Microsoft
- Johnson & Johnson
- Warner Brothers
- PayPal
- Best Buy
- Nestlé
- TiVo
- CBS
- LEGO
- Google
- Karn/Ferry International
- Travelport
- Yahoo!
- Medtronic
- Össur
- Orly International
- eBay
- American Museum of Natural History

Participant Rates

Regular Individual
USD 625

Group (5+)
USD 575

GSB/ UWI Student
USD 475

Join us at the Brand Innovation Conference 2015 as we continue our interactive, thought-provoking conversation with Professor Sasha Strauss. We look forward to hosting you at BIC 2015!



TUE. 24TH. 2015

INDICATIVE AGENDA

TIME	ITEM
8:00am – 9:00am	Breakfast and Registration
9:00am – 9:05am	House Rules
9:05am – 9:10am	Welcome Remarks
9:10am - 9:20am	Brand Talk: Major Sponsor speaks on their brand story
9:20am - 10:20am	Keynote Address 1: Brand Innovation for Economically Challenging Times
10:20am – 10:50am	Q & A Session
10:50am – 11:10am	Break
11:10am – 12:30pm	Brand Workshop Part 1: Digital Age of the Consumer
12:30pm – 12:40pm	Q & A Session
12:40pm – 2:00pm	Lunch
2:00pm – 2:10pm	Brand Talk: Major Sponsor speaks on their brand story
2:10pm – 3:30pm	Brand Workshop Part 2: Branding: Make It Personal
3:30pm – 3:50pm	Q & A Session
3:50pm – 4:00pm	Official Close Off

To register, complete the registration form below and either email it to conferencing@lokjackgsb.edu.tt or fax to 662-1411. For further information please call 645-6700 ext. 299



REGISTRATION FORM (Form to be filled out in block letters)

COMPANY INFORMATION

Organisation: _____ Date: _____

Address: _____

Billing Contact Name: _____

Billing Contact Job Title: _____

Email: _____

Office Phone: _____ Office Fax: _____

Billing Contact Phone: _____

REGISTRANTS

Title _____ Name _____ Job Title _____ Email _____

Title _____ Name _____ Job Title _____ Email _____

Title _____ Name _____ Job Title _____ Email _____

Title _____ Name _____ Job Title _____ Email _____

Title _____ Name _____ Job Title _____ Email _____

Title _____ Name _____ Job Title _____ Email _____

Title _____ Name _____ Job Title _____ Email _____

Title _____ Name _____ Job Title _____ Email _____

Number of Attendees: _____ x = **Total** _____

RATES US\$1=TT\$6.45

Regular	● \$625 USD
Group (5+)	● \$575 USD
Alumni	● \$575 USD
GSB / UWI Students	● \$475 USD
Regional	● \$475 USD

TERMS & CONDITIONS:
 Upon registration, a notification together with an invoice will be issued within 5 working days. (Please note: **This is a binding agreement. By submitting this registration form participants and/or organisations agree to abide by the terms and conditions laid out herein. Participants are considered registered upon receipt of a completed, signed and stamped registration form**). Please make all cheques payable to the **Arthur Lok Jack Graduate School of Business**. Payments **must be made in full** within 30 days of the invoice date or by **Friday 06th November, 2015**, whichever comes first. Payments for registrations submitted after **Friday 06th November, 2015** will be **due immediately**.

CANCELLATION:
 Due to conference demand and volume of preconference preparation, cancellations received on or before **Friday 23rd October, 2015** will be subject to a processing fee of **US\$140.00** for each registered participant cancelling. **Cancellations received after Friday 23rd October, 2015 will not be refunded and are subject to full payment of the conference fee.**

SUBSTITUTIONS:
 If you are unable to attend, participant substitutions are permitted at any time up until **Friday 20th November 2015, by 2:00pm**. All other substitutions after this time would have to be done on conference day with a written letter authorizing the substitution.
 To register please fax completed registration forms to 662-1411 or email to conferencing@lokjackgsb.edu.tt

COMPANY
STAMP HERE

Form Completed By: _____ Phone: _____ Authorized Signature: _____

645-6700 ext. 299

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www.lokjackgsb.edu.tt
