



**Northumbria
University**
NEWCASTLE



ACADEMY OF
MARKETING

BRAND, IDENTITY AND
CORPORATE REPUTATION
SPECIAL INTEREST GROUP



THE AWARDS
2015

WINNER
BUSINESS SCHOOL
OF THE YEAR



The 13th Global Brand Conference, 2018

Branding in the Digital Age: Innovation and Responsibility

Hosted by Newcastle Business School (NBS),
Northumbria University.



May 2nd – 4th 2018

Newcastle Business School, Northumbria University

Newcastle upon Tyne. NE1 2SU.

United Kingdom

NBS is an AACSB and EPAS accredited modern business school with over 25 years' track record in higher education, based in the heart of the historic and vibrant city of Newcastle Upon Tyne United Kingdom.

Conference Website:

CLICK

Email:

GBC2018@northumbria.ac.uk



CONFERENCE HISTORY

The Global Brand Conference of the Academy of Marketing's *Brand Identity and Corporate Reputation* Special Interest Group, has developed a reputation for being one of the world's leading academic conferences on branding in the last ten years. At this event, top experts from around the world come together to debate and develop the state-of-play in branding theory and application

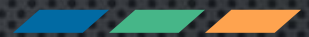




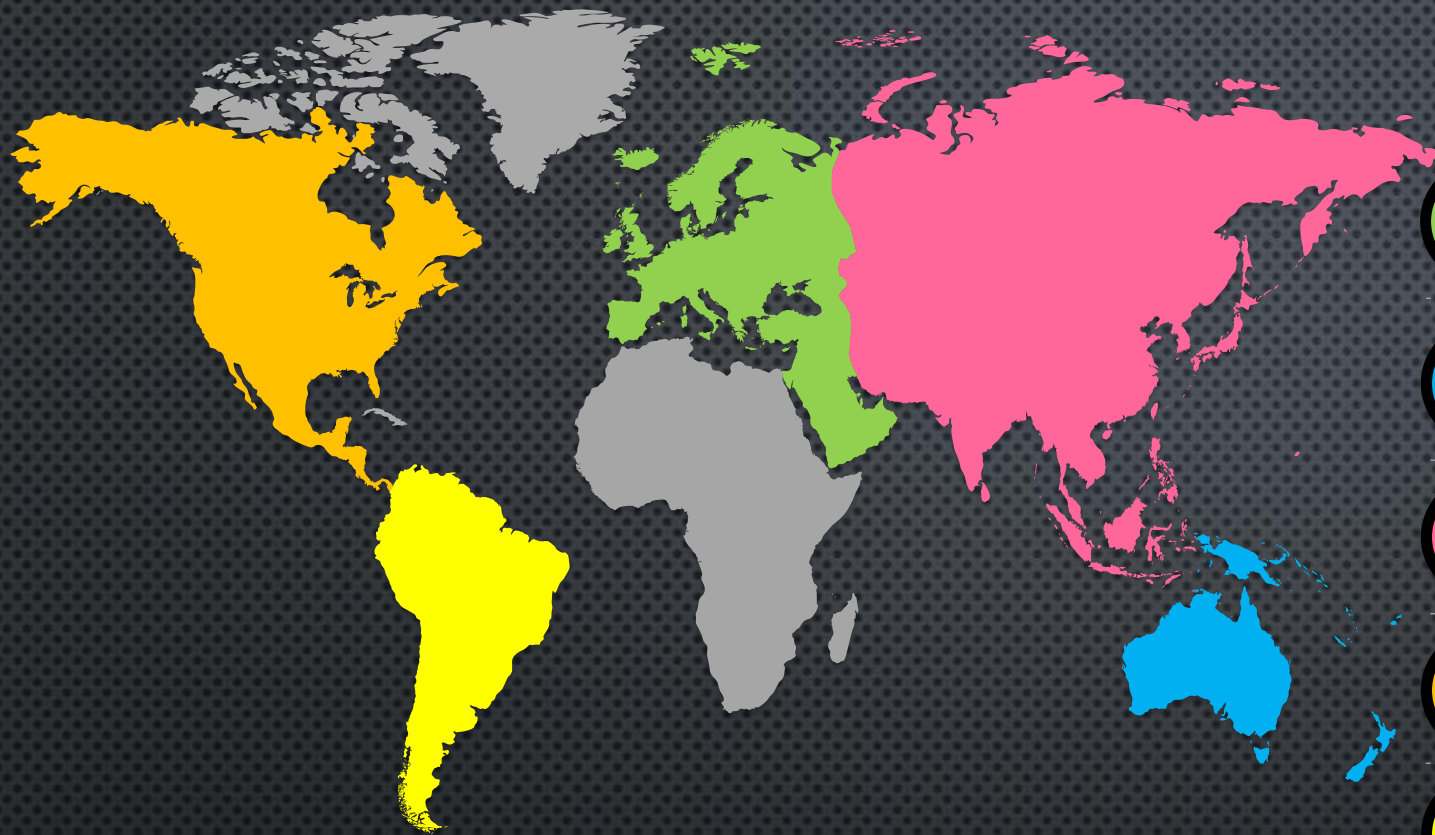
TOPICS OF INTEREST

- ❖ Brand Experience
- ❖ Multisensory Branding
- ❖ Brand Image and Identity
- ❖ Brand Avoidance and Aversion
- ❖ Ethical, Charity, and Green Brands
- ❖ Online/Digital Brands
- ❖ Brand Equity
- ❖ Brand Co-creation
- ❖ Brand Love and Loyalty
- ❖ Corporate Brands
- ❖ Big Data and Analytics of Brands
- ❖ Service Brands
- ❖ Place and Event Branding
- ❖ Heritage Brands
- ❖ Neuromarketing for brands

.....and many more!



ABOUT THE ATTENDEES



- 1 Attendees have come from UK, Germany, Sweden, Finland, France, Netherlands, Spain, and Portugal
- 2 Some regular attendees include those from as far as New Zealand and Australia
- 3 A steadily growing No of attendees from this region, including from India, China, and Malaysia
- 4 Regular attendees include those from Canada, and the USA
- 5 The conference increasingly draws participation also from South America.

Global Brand Conference attendees can be classified into three groups. Some may fit into more than one group, of course.

SENIOR PROFESSORS & LEADING AUTHORS

The conference is attended by well-established professors and leading authors in the field



DOCTORAL CANDIDATES & RESEARCHERS

Aspiring young researchers and students in the fields of marketing and branding



INDUSTRY EXPERTS

Experts and consultants from the branding/marketing industry also attend the conference

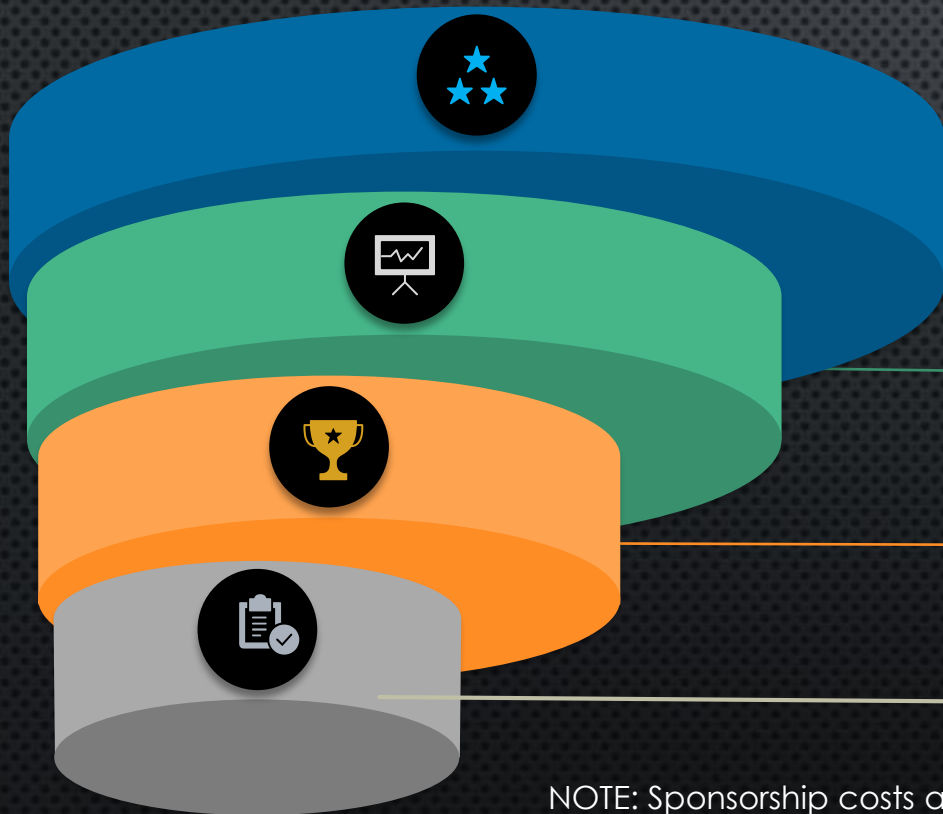


SPONSORSHIP OPTIONS

Sponsorship Benefits



- Targeted audience of 60-100 attendees with an interest in branding, marketing, research, and university teaching.
- Opportunity for promoting specific content and expertise; e.g. organisational expertise, books, and software packages.
- International and cross-disciplinary exposure for your products and services.
- Meeting other experts in the field and developing networks and further opportunities.
- Early-bird sponsors (by 31/12/2017) will enjoy complimentary promotion via conference website.



Tier 1 Sponsor

Exclusive Official Conference Partner

This exclusive package provides opportunities for positioning the organisation as a leading global company in the fields of creative disruption and digital innovation. Key note talk to conference attendees + promotional material in delegate-bags + inclusion in conference publicity.

Tier 2 Sponsor

Special Day-Sponsor - Lunch-time event/talk/book launch + standard exhibition stand presence in the corporate hub (near refreshments area) for the day.

Tier 3 Sponsor

Sponsor of prizes – Sponsors will be announced in the prize-giving + promotional material in delegate packs.

Tier 4 Sponsor

Promotional material in delegate packs.

NOTE: Sponsorship costs and benefits provided to sponsors are negotiable, and bespoke arrangements can be made.