

building brands online

- Do brands still matter?
- Who owns your brand now?
- Does loyalty exist anymore?
- How to protect your brand?

Stay ahead of the game. Join us on Monday, September 6th at 2pm at ICC Berlin, Neue Kantstrasse/Messedamm, 14057 Berlin. Our panel will debate these questions and any you care to ask.

- Dr. Tim E. Fischer, **Ravensburger AG**, Innovation and Digital Business Development
- Hermin Charlotte Hainlein, **Coca Cola**, Manager Consumer Communications
- Yousef Hammoudah, **MTV Networks**, Head of Interactive Product Development & Management
- Alexander Lengen, **Paypal**, Senior Manager Corporate Communications
- Michael Umlauf, **brandamazing**, Brand Consultant
- Hosts: Ines Bieger, **Text 100**, Managing Consultant & Lars Basche, **Text 100**, EMEA Social Media Consultant

medienwoche@IFA
03.09. - 08.09.10, Berlin

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