

# WHAT'S NEXT?

## THE CHALLENGES FACING BRANDS

From Accra to Zagreb. What you need to know! This must-attend event hosted by the International Advertising Association will take you behind the headlines on the challenges facing brands. Expanding regulatory threats and restrictions will be examined in depth.

Introduction by **Dagmara Szulce, Managing Director, IAA.**

What drives the most relevant brands in the USA? **Tom Doctoroff, Chief Cultural Insights Officer, Prophet. Vice President Strategy, IAA.** What is a brand? How do brands win and lose? **Dr Erich Joachimsthaler, Founder and CEO, Vivaldi Partners.** Brands in Chaos. Managing Crisis. **Dean Crutchfield, Brand Advisor and Growth Architect, Crutchfield and Partners.** The financial impact of plain packaging policies on brands. **David Haigh, CEO and Founder of Brand Finance.** Consumer reactions to brand bans and packaging regulations. **Professor Sinclair Davidson, RMIT University.** Key global industry issues and regulatory trends. What's next? **Carla Michelotti, Principal, Carla Michelotti LLC, Vice President Self-Regulation and Government Affairs, IAA.** **Douglas Wood, Partner, Reed Smith LLP.** In conversation with **Michael Lee, Partner, Lee and Steel LLC.**

**NOV. 6, 2018 8:00AM - 1PM**

The Maxwell Hotel  
541 Lexington Avenue  
New York, NY 10022

By invitation. To attend please contact [iaa@iaaglobal.org](mailto:iaa@iaaglobal.org)

