

Program

- 08.45 – 09.00 Registration and Coffee
- 09.00 – 10.00 *Annual RQ Denmark 2004 results*
Professor Majken Schultz, Copenhagen Business School
Kasper Ulf Nielsen, Reputation Institute
- 10.00 – 10.30 *VELUX – A Journey from Product Brand to Corporate Brand*
Michael K. Rasmussen – Head of Group Communication and Brand Management
- 10.30 – 10.50 Coffee break
- 10.50 – 11.20 H. Lundbeck – *Reputation Management in the Media*
Anders Schroll – Media Relations Manager
- 11.20 – 12.00 Cees van Riel – *How Successful Companies Build Winning Reputations*
Professor at the Rotterdam School of Management of the Erasmus University
in The Netherlands
- 12.00 – 12.15 Coffee break
- 12.15 – 12.55 FedEx Corp. – *Developing reputation-based communication programs*
Joan Lollar – Manager of Public Relations
- 12.55 – 13.10 Majken Schultz – *Wrap-Up and Discussion*
Professor Copenhagen Business School
- 13.10 – 14.00 Lunch buffet

The Reputation Institute brings together a global network of academics and practitioners dedicated to advancing knowledge about corporate reputations and improving the practice of reputation management. The Reputation Institute was founded by Charles J. Fombrun and Cees B.M. van Riel in 1999.

*The Reputation Institute and
Copenhagen Business School
invite you to a seminar on
Reputation Management*

Building Winning Reputations

- Results of the Annual RQ Denmark 2004

Wednesday 9th of June, 2004

*Copenhagen Business School
Solbjerg Plads - 2000 Frederiksberg*



**Copenhagen
Business School**
HANDELSHØJSKOLEN

Building Winning Reputations

The seminar provides a unique opportunity to gain insight into some of the best practices developed by leading companies. The following Reputation Institute network members will share some of their ideas at the seminar.

A seminar at Copenhagen Business School

A company with a strong reputation is better able to attract customers, investors, and quality employees – and to survive crises. But how does a company actually build, maintain, and sustain a strong reputation?

Part of the answer comes from understanding the drivers of reputation –the underlying attributes that companies must leverage to improve their reputations. At this Reputation Institute (RI) seminar we present the results of the third Annual RQ Denmark, including our analyses of the key drivers of corporate reputation in Denmark.

As part of the seminar, “The Reputation Institute Corporate Reputation Award” will also be presented to the company that has earned the highest RQ in Denmark in 2004.

Leading companies from the RI's international network will share some of their best practices on Reputation Management, and what they have learned about building winning reputations.

Professor Cees van Riel, Managing Director of the Reputation Institute, will be on hand to describe some of the findings from his recent book “Fame & Fortune - How Successful Companies Build Winning Reputations”. Participants in the seminar will receive complimentary copies of the book at the seminar.

Where and When? The seminar will take place on Wednesday, June 9th, 2004 at Copenhagen Business School from 9:00-14:00. The seminar fee is Kr. 1.400 per person and will include a lunch buffet and the latest book “Fame & Fortune - How Successful Companies Build Winning Reputations” by Fombrun & van Riel.

To register for the seminar, please e-mail Kristian Andersen directly:
kandersen@reputationinstitute.com.

For additional information about the Reputation Institute, see www.reputationinstitute.com or contact any of us directly:

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FedEx Corporation is a \$25-billion worldwide shipping and business services corporation based in Memphis, USA. FedEx inspires its more than 240,000 employees and contractors to remain “absolutely, positively” focused on safety, the highest ethical and professional standards and the needs of their customers and communities.

Joan Lollar is Manager of Public Relations at FedEx Corp.

VELUX is the world leader within roof windows and skylights. With direct representation in more than 40 countries, VELUX has become one of the strongest brands globally within the building material industry.

Michael K. Rasmussen is Head of Group Communications and Brand Management at VELUX

H. Lundbeck A/S is an international pharmaceutical company engaged in the treatment of psychiatric and neurological disorders. In 2003, the company's revenue was DKK 9.9 billion. The number of employees is approx. 5,300.

Anders Schroll is Media Relations Manager at H. Lundbeck A/S

The Reputation Institute (RI) is a global network of academics and practitioners. Through research the RI helps companies build winning reputations, and offers company specific programs focusing on developing reputation platforms.

Cees B.M van Riel, Professor at the Rotterdam School of Management of the Erasmus University in The Netherlands. He is co-founder and Editor-in-Chief of the Corporate Reputation Review, and managing director of the Reputation Institute.

Reputation Institute Nordic (RI Nordic) was created in 2001 to help companies in Denmark, Norway, and Sweden build reputation platforms.

Majken Schultz is Professor at the Department of Intercultural Communication and Management, Copenhagen Business School. She is the Academic Representative of the RI in Denmark.

Kasper Ulf Nielsen and Nicolas G. Trad are in charge of the RI's reputation management projects in Denmark, Sweden and Norway.