



European - American Chamber of Commerce  
Cincinnati Chapter

## *Global Branding and Cultural Coding*

Tuesday, December 2<sup>nd</sup> 2008 ♦ 4:00 pm – 6:30 pm

### *Agenda*

- 4:00 pm – 4:15 pm      **Registration**
- 4:15 pm – 4:20 pm      **Introduction** by Nick Vehr of Vehr Communications
- 4:20 pm – 5:00 pm      **Presentation** by Ralf Weber
- Neuromarketing, cultural codes and their impact on perception and communication
  - Cross cultural behaviors
  - Successes and failures – business cases
- 5:00 pm – 5:30 pm      **Panel Discussion/ Q&A** moderated by Nick Vehr
- Ralph Weber, m/e brand communications
  - Neil Hensley, Senior Director Cincinnati USA Regional Chamber
  - Company representatives
- 5:30 pm – 6:30 pm      **Cocktail Reception & Networking**

**Register at:** [www.europe-cincinnati.com](http://www.europe-cincinnati.com)  
513-852-6510 – [eacc@europe-cincinnati.com](mailto:eacc@europe-cincinnati.com)

**Ralf Weber:** 20 years experience in the communication business, Ralf Weber is the President and General Manager of m/e brand communications located in Dusseldorf Germany. Past President of IPREX, a global network of 60+ communication agencies, Since the early 90's Ralf has been involved in European and transatlantic communication projects.

**Nick Vehr:** Founder of Vehr Communications, Nick Vehr, throughout his professional and public career has demonstrated his skills at strategic thinker, leadership development, business analysis and planning and management. Former Cincinnati City Council member, Nick currently serves on the Board of Directors of the Cincinnati USA Convention & Visitors Bureau and Cincinnati USA Regional & Tourism Network.

**Location:** Cincinnati USA Regional Chamber, 300 Carew Tower, 441 Vine Street, Cincinnati, OH 45202

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