SUMMIT AT A GLANCE

DISCUSSIONS WILL FOCUS AROUND THREE THEMES

DATA ANALYTICS FOR BRAND PROTECTION
Organizations are asking brand protection professionals do more with less. Data collection and analysis offers a way to do so. Yet, data gathering and analysis can be intimidating. This theme will explore best and emerging practices for how data is used by organizations.

THE TOTAL BUSINESS SOLUTION AND THE BRAND PROTECTION TEAM
Many organization functions and departments can support brand protection. Successfully integrating all parts of an organization into brand protection can protect its mission. Understanding how a brand protection team—whether one person or twenty—can strategically guide the integration into the rest of the organization is paramount. This theme will explore what brand protection as a total business solution looks like in different companies and what practices are needed to build a successful total business solution for brand protection.

PRODUCT COUNTERFEITING AND THE CONNECTION TO OTHER ILLICIT ACTIVITIES
Product counterfeiting often is connected and overlaps with other illicit activities, which can include product diversion, intellectual property theft, gray market activities, and other crimes. Understanding the overlaps and relationships can lead to better strategies to address the product counterfeiting threat. This theme will explore these overlaps.

EACH THEME CONTAINS THE FOLLOWING FOUR SESSIONS

1. INTRODUCTION
   A 15 minute introduction to the brand protection theme by a thought leader in the field.

2. PANELS
   Two interactive panels of moderated, in-depth conversations among panelists with Q&A for the audience.

3. BREAKS
   Extended breaks to network, further discuss themes, engage with A-CAPP students, or visit our partner booths to learn more about research and education programs.

4. STRATEGY SESSIONS
   Participant selected guided sessions where attendees can discuss their perspectives on what they heard in the earlier panels and come up with 5 best practices as a group.

TUESDAY
OCT 2
East Lansing Marriott at University Place
300 M.A.C Avenue

7:30a - 8:30a  Registration, Breakfast, Exhibits
8:30a - 9:00a  Welcome and Awards
9:00a - 12:30p  Data Analytics for Brand Protection
   Panel Introduction
   Panel: Data Dilemmas: Getting the Data You Need, and Developing Data Sharing Partnerships
   Break, Exhibits, and Student Research Feature
   Panel: Maximizing the Value of Data in Brand Protection
   Strategy Sessions
12:30p - 1:30p  Lunch, Networking, Exhibits
1:30p - 5:00p  The Total Business Solution and the Brand Protection Team
   Panel Introduction
   Panel: Get Rid of Silo-Thinking and Position Your Team for a Total Business Solution for Brand Protection
   Break and Exhibits
   Panel: Whether a Solo Act or Entire Team: Best Practices for Brand Protection Teams
   Strategy Sessions
5:00p  Closing
5:15p - 9:30p  The Total Business Solution and the Brand Protection Team
   Reception
   Harper’s Restaurant and Brewpub
   131 Albert

WEDNESDAY
OCT 3
East Lansing Marriott at University Place
300 M.A.C Avenue

7:30a - 8:30a  Registration, Breakfast, Exhibits
8:30a - 8:35a  Welcome
8:35a - 8:45a  Brand Protection Hero Talk
8:45a - 12:00p  Product Counterfeiting and the Connection to Other Illicit Activities
   Panel Introduction:
   Panel: What Everyone Ought to Know about the Relationship of Counterfeiting with Other Crimes
   Break and Exhibits
   Strategy Sessions
12:00p - 12:15p  Closing