

| AGENDA |

Status quo analysis of HOG's brand identity: Workshop 1

Date: Tuesday, 03.05.2016

When: 09.45 - 17.30

Where: Park Inn by Radisson Hamburg Nord, Oldesloer Straße 166, 22457 Hamburg

Participants: **Hanse Orga Group:** Beitzen-Heineke, Gerald; Benkendorf, Stephan; Bienefeld, Jan; Brillenburg, Gert Jan; Bullock, Steve; de Windt, Floor; Grant, Kevin; Hamza, Barbara; Ho Choi, Pole Yu; Ihme, Matthias; Irentschiuk, Ralf; Joensen, Helgi; Kernmayer-Farr, Karin; Kling, Marko; Kock, Jens; Lindemann, Sven; Löhle, Matthias; Nemes, Karen; Odebrecht, Michaela; Sandu, Andreea; Schädelbauer, Peter; Stiebe, Jochen;

ESCH.: Marcel Isenberg, Thomas Backes

Time	Items & Aims
09.45 – 10.00	Get together
10.00 – 10.20	Welcome address (Executive board) & presentation of agenda (ESCH.)
10.20 – 11.15	Introduction: The power of strong brands & presentation of project procedure AIM: a) Sensitisation for and understanding of the relevance of strong brands b) Mutual knowledge of and commitment to the project steps
11.15 – 12.45	Definition of brand identity from an internal perspective (2 groups) AIM: Identification and presentation of HOG's hard facts (attributes & benefits)
12.45 – 13.45	Lunch break
13.45 – 14.45	Cont.: Definition of brand identity from an internal perspective (plenum) AIM: Discussion & focusing of HOG's hard facts (attributes & benefits)
14.45 – 16.00	Definition of brand identity from an internal perspective (2 groups) AIM: Identification and presentation of HOG's soft facts (emotions and feelings)
16.00 – 16.10	Coffee break
16.10 – 17.15	Cont.: Definition of brand identity from an internal perspective (plenum) AIM: Discussion & focusing of HOG's soft facts (emotions and feelings)
17.15 – 17.30	Questions & next steps