

| AGENDA |

Status quo analysis of HOG's brand identity: Workshop 2

Date: Monday, 09.05.2016

When: 09.15 - 17.00

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; 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
09.15 – 09.30	Get together
09.30 – 09.45	Welcome & presentation of agenda
09.45 – 12.30	<ul style="list-style-type: none"> - Overview of results from workshop 1 regarding benefits and attributes - Discussion of ESCH.'s suggestions for benefit clusters & hierarchy - Refining the hierarchy of HOG's benefits <p>AIM: Definition of HOG's hard facts</p>
12.30 – 13.30	Lunch break
13.30 – 14.15	Cont.: Definition of HOG's hard facts
14.15 – 15.20	<ul style="list-style-type: none"> - Overview of results from workshop 1 regarding tonalities - Discussion of ESCH.'s suggestions for tonalities of HOG - Refining of HOG's tonalities <p>AIM: Definition of HOG's soft facts</p>
15.20 – 15.30	Coffee break
15.30 – 16.00	<p>Assessment of HOG tonalities' validity for HO, COGON & SymQ</p> <p>AIM: Definition of the positions of HO, COGON & SymQ within the architecture regarding soft facts</p>
16.00 – 16.45	<p>Development of HOG's brand competence</p> <p>AIM: Finalisation of HOG's brand steering wheel (internal perspective)</p>
16.45 – 17.00	Questions & next steps