

BRITE '23 Conference

An Initiative of the Center on Global Brand Leadership at Columbia Business School

About the Center on Global Brand Leadership

The Center on Global Brand Leadership, founded in 1999 at Columbia Business School under the direction of Professor Bernd Schmitt, creates, gathers, and shares insights on how to build and manage strong brands. Combining the research and intellectual capital of academia's foremost thinkers on branding with real-world business cases, the center shows how all elements of an organization—from marketing and communications, to supply chain and operations—can affect brands and their relationships with stakeholders.

The center fosters a community of researchers, alumni, students, and business leaders from global corporations, agencies, and consulting firms to advance new knowledge, promote widespread learning, and serve as a forum to address the many challenges of brand building, brand management, and strategic marketing.

BRITE Conference

The [BRITE Conference](#), running annually since 2008, is hosted by Columbia Business School's Center on Global Brand Leadership. BRITE focuses on emerging trends in branding, innovation, technology, society, and culture. We bring together thought leaders from business, technology, media, marketing, and academia to discuss how today's big ideas are reshaping the ways that organizations build and sustain great brands.

BRITE draws 300-400 attendees from both global brands and small enterprises including: heads of marketing, brand managers, entrepreneurs, new product developers, innovation directors, interactive agencies, multi-platform media companies, consulting firms, and emerging technology investors.

BRITE '23 is planned to be held in person in April 2023 at Columbia Business School

Past BRITE Speakers Include:

- Antonio Lucio – Founder, 5S Diversity; former CMO, Visa, HP, Facebook
- Norman de Greve – Chief Marketing Officer, CVS Health
- Alicia Tillman – CMO, Capitolis; former CMO, SAP
- Margaret Molloy – Global CMO and Head of Business Development, Siegel + Gale
- Jason Wingard – Dean Emeritus, Columbia University School of Professional Studies
- Ethan Brown '08 – Founder and CEO, Beyond Meat
- Pauline Brown – Former Chair of North America, LVMH; Author, *Aesthetic Intelligence*
- Ann Mukherjee – CEO and Chair, Pernod Ricard N.A.
- Charles Duhigg – journalist and author, *The Power of Habit*
- Shelly Lazarus '70 – Chair Emeritus, Ogilvy

Sponsorship Opportunity

Building on the success of previous BRITE Conferences, and in order to strengthen its ties with industry, the Center on Global Brand Leadership at Columbia Business School is seeking sponsorship support for the 2023 BRITE conference. The sponsorship gift will support marketing, content development, and educational support for the conference and help the center's ongoing efforts to deliver premier educational programming on a larger scale to a diverse audience of students, alumni, researchers and industry professionals. Sponsorship is available at two levels: main and affiliate sponsor.

Main Sponsor

\$10,000

- Acknowledgment as a Main sponsor of the BRITE conference on website and promotions.
- Invitation for a company representative to serve as a guest speaker or moderator.
- Feature your company's case study in a pre- or post-event e-blast to all BRITE attendees and the Center's 17,000-member mailing list.
- Invitation for a company executive to attend invitation-only, senior executive Brand Center events (e.g. the [Chief Communications Officer Council](#) and the [Marketing Innovation Network](#))

Affiliate Sponsor

\$5,000

- Acknowledgment as a sponsor of the BRITE conference on website and promotions.
- Opportunity to introduce a speaker session at the live conference.
- Recognition as Affiliate sponsor on BRITE website, and quarterly newsletter.
- Invitation for a company executive to attend invitation-only, senior executive Brand Center events (e.g. the [Chief Communications Officer Council](#) and the [Marketing Innovation Network](#))

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