

5th Richmond Marketing Forum

29 June – 01 July 2017 Grand Resort Bad Ragaz, Switzerland

KEYNOTE

Bite Sizing Big Food

Peter Brabeck-Letmathe, Chairman Emeritus at Nestlé SA



Technology and Humanity: the next 10 years - and what that may mean for Marketers

Gerd Leonhard, Futurist, Visionary Thinker and Author at The Futures Agency



From classical to jamming!

Richard De Hoop, passionate entertainer, entrepreneur, author and speaker



INDUSTRY SESSIONS

Reaktive Retention – mit der Kündigung ist der Kunde noch nicht weg

Andreas Aeschlimann, Leiter Market Management at Touring Club Schweiz



Brand Purpose: The Navigational Code for Growth

Markus Kramer, Expert @Powering Brands at Kramer Management International



Ein Blick hinter die Kulissen von Coop

Christian Lüdi, Leiter Social Media & Content Marketing at Coop



The Legal Issues of Social Media

Claudia Keller, Attorney at Law at Wenger & Vieli AG



Facebook – Werbung in einer mobilen Welt

Thomas Hutter, Chief Executive Officer at Hutter Consult GmbH



A journey to success: How Zalando constantly improves marketing steering

Charlotte Preut, Head Marketing Intelligence at Zalando SE



Vorsicht vor zufriedenen Kunden: Mit dem Fan-Prinzip Unternehmenserfolg messen, steuern und planen

Roman Becker, Chief Executive Officer of Forum! Für beste Beziehungen and inventor of the book «Das Fan-Prinzip»



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DISCUSSION GROUPS

Ist der Kunde nicht schon lange König, was hat sich mit Thema 'Consumer Centricity' daran geändert?

Michael Gyssler, Chief Marketing Officer at Mammut Sports Group AG



Neue Möglichkeiten durch Augmented Reality Technologie im Konsumgütermarketing

Markus Reinhard, General Manager at GABA Schweiz AG



The future of marketing in an exponentially connecting society: Bot, AI, Intelligent Clouds and the IoT - and what about humanity?

Gerd Leonhard, Futurist, Visionary Thinker and Author at The Futures Agency



Innovation is not a department

Ralf T. Gehlen, Managing Director at P&G Switzerland SARL



Brand Management in a digital world – challenge, opportunity or both?

Andreas Trümppler, Managing Director Marketing at Läderach (Schweiz) AG



Leadership in the future: trust or control?

Richard De Hoop, passionate entertainer, entrepreneur, author and speaker



SUPPLIER PRESENTATION

CRM 2017 – Kunden binden und begeistern in der Welt von heute

Marco Kersch, Member of the board at AZ Direct GmbH (Deutschland)



Influencer Marketing - Menschen inspirieren Menschen

Fabian Plüss, Founder of Kingfluencers



Personalization as Driving Belt for Digital Transformation? A Reality Check.

Dr. Thomas Walter, Senior Principal Consultant at Namics AG



OUT OF THE BOX

Trends beim Corporate Learning im Bereich Marketing und Sales

Albrecht Kresse, Founder & CEO at edutraining company GmbH



What can managers learn from Mozart and Picasso? Stress fields of creativity.

Dr. (Phil.) Sven Spiegelberg, well known artist of Switzerland



Please note that the conference programme is currently still in development and not yet complete, changes may occur.

Last Updated: 8th June 2017