

6th Richmond Marketing Forum

28 – 29 June 2018 Bürgenstock Resort, Lake Lucerne

KEYNOTES

Wer nicht angeschlossen ist, wird ausgeschlossen

Prof. Peter Wippermann, trend researcher, founder of Trendbüro



Advertising is dead – Long Live advertising!

Tim Delaney, Chairman at Leagas Delaney



The White Maze – Der Weg bis in die Antarktis

Matthias Haunholder, Professional Extremskier, adventurer and film producer from Austria



INDUSTRY SESSIONS

Doing well by doing good. A simple notion but also a paradoxical one?

Michelle Keaney, Founder and Consultant of Connected Brands (formerly Three Point Zero)



Social Media Algorithms: How to revise your strategy

Zoe Cairns, International Social Media Consultant/ Trainer at ZC Social Media



FREITAG: the secret tools for the modern company

Oliver Brunschwiler, Head of Brand Communication/ Creative Direction at FREITAG lab.ag



Instore and Shopper Marketing - 3 things that count for retailers

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



Multiply your Digital Marketing with Growth Hacking

Vincent Tresno, Digital & Growth Hacking Consultant at Tresno Digital, Guest Lecturer



Proving the incremental effects of Advertising

Harry Davies, Head of Marketing Measurement and Attribution at Google UK



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Audi Marketing and Virtual Reality plus making use of VR-Content within a cloud streamed car configurator . . . worldwide

Thomas Orenz, Global Lead Digital Content and Virtual Reality at AUDI AG



DISCUSSION GROUPS

Purpose and Potential: can you have one without the other?

Michelle Keaney, Founder and Consultant of Connected Brands (formerly Three Point Zero)



Running successful social media campaigns

Zoe Cairns, International Social Media Consultant/ Trainer at ZC Social Media



Digitalisation – Does the personal customer touch point still matter?

Simon Krappf, Director Marketing at Volvo Car Switzerland AG



Multisensory Storytelling

Ralf Kostgeld, Head of Brand Creation at IWC Schaffhausen



Radikal digital- Marketing in der Netzgesellschaft

Prof. Peter Wippermann, trend researcher, founder of Trendbüro



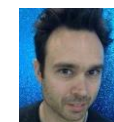
Stimulus overload – how can we reach our (potential) customers?

Cinzia Marangoni, Marketing Manager Switzerland at Harley-Davidson Switzerland GmbH



Is the marketing team prepared to take advantage of big data?

Harry Davies, Head of Marketing Measurement and Attribution at Google



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SUPPLIER PRESENTATIONS

Vom Storytelling zum Storydoing. Sind Sie bereit für den Konsumenten 3.0?

Fabio Emch, Chief Executive Officer at jim & jim NextGen Marketing



Zaubersalz Digitalisierung? Ein Kompass im «Buzzword Jungle»

Tom Vogt, Managing Partner at addvanto AG



Programmatic Advertising / die Wahrheit

Stephan Frey, Managing Director at Attackera GmbH



OUT OF THE BOX

Pokerface – from winning and losing

Poker Experience by Grand Casino Baden AG



Business Etiquette 2.0 - What you can learn from a world butler

Hanspeter Vochezer, Founder and Owner at Knigge Coaching



Behind the Scenes of a Great Espresso

Jean-Claude Luvini, CEO & Owner at Masaba Coffee

