

8th Richmond Marketing Forum, 12 – 13 October 2020

Grand Resort Bad Ragaz

KEYNOTES

Leadership in Times of Disruptive Change

Rahaf Harfoush, Digital Anthropologist, Best- Selling Author, Executive Director at the Red Thread Institute of Digital Culture



Navigating Brands through Turbulent Times

Jean-Claude Biver, "Godfather" of the Swiss Watch Industry, non-executive President LVMH



INDUSTRY SESSIONS

Cin Cin – Rethinking Beverage Innovation @Rivella

Silvan Brauen, Head of Business Development at Rivella AG



Survive... Revive... Thrive: Using data driven thinking and asking the right questions to enhance customer experience

Andrew Mann, Partner at NorthBailey, former Head of Insight & Loyalty at Marks and Spencer



How eSports & Gaming is Revolutionising the Marketing Industry

Daniel Luther, eSports- Consultant, Project Leader Digital/ eSport at ESB Marketing Network



The Shielded Customer – How to use Technology to reach your Customers

Johanna Gollnhofer, Associate Professor for Digital Marketing, Director at Institute for Customer Insight (ICI-HSG) at University of St. Gallen



Weniger schafft mehr - Steigerung durch Begrenzung

Dirk von Gehlen, Head Social Media and Innovation at Süddeutsche Zeitung



DISCUSSION GROUPS

Growth Hacking: How to Move the Big Ship with Start-Up Mentality

Mike Fuhrmann, Chief Marketing Officer at Generali (Schweiz) Holding



Events & Sponsoring Platforms - Quo vadis? What's the (post COVID) future?

Thomas Lejeune, Acting Co-Head Corporate Marketing & Communication at Bank J. Safra Sarasin



Consumer Centric Marketing in an Increasingly Regulated Industry

Edward Simon, Chief Marketing Officer at Oettinger Davidoff AG



Milos Radovic, Head of Marketing Development at Swisscom



Impact and Future Aspects of Covid-19 on our Communication and Behaviour

Natalie Dickmann, Head of Marketing Switzerland at Dufry AG



Brand Marketing: the impact of financially unstable times on re-branding and brand consistency

Patric Frank, Director Global Brand & Marketing Communications at Ivoclar Vivadent AG



SUPPLIER PRESENTATION

Gekonnte Verführung durch Marketing Automation

Marc Gasser, CEO at Aioma AG



Personal Branding: Wer sich nicht verkauft, wird unter Wert gehandelt.

Timo Wäschle, CEO at CORPMEDIA AG



Dynamische, personalisierte Markenkommunikation – wie relevanter, zielgruppenindividueller Content Effizienz & Effektivität im digitalen Marketing steigert
Annunziata Passarello, Head of Digital at MediaCom Switzerland



OUT OF THE BOX

Ihr Auftritt ist eine Sprache – Verstehen und sprechen Sie diese schon?
Fabienne Steffen, Visagist & Stylist at Face & Style



Success is Voluntary

Alessandro Beretta, Social Intelligence Trainer, Instructor SOCIAL STYLE® - Versatility & Adaptive Mindset for Resiliency®



Vegan Cooking

Noah Rechsteiner, Chef de Cuisine at ANOAH – Plant Based



ACTIVITY

Vegan Cooking Workshop

Noah Rechsteiner, Chef de Cuisine at ANOAH – Plant Based



Wine Cellar Tour with Tasting

Sommelier of the Grand Resort Bad Ragaz



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

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