

# 10<sup>th</sup> Richmond Marketing Forum, 28 – 29 June 2022

Grand Resort Bad Ragaz

---

## KEYNOTES

---

Jin Choi, Group- Director DACH- Retail, Fashion & Luxury, Entertainment & Media, Tech- Telco, Switzerland at Facebook



## INDUSTRY SESSIONS

---

### **The impact of Digital Transformation on Emmi´s Marketing Strategy**

Marcel Härtlein, Global Head Digital Transformation at Emmi Group



Adrian Josef Margelist, Executive Creative Director at Burton Snowboards



Maurice Moitroux, Associate Director Global Brand Marketing at IWC Schaffhausen



## DISCUSSION GROUPS

---

## OUT OF THE BOX

---

### **See the unseen**

Deliah- Victoria Kyburz, LEGO® Serious Play® Trainer & Facilitator



### **Applied Mindfulness - be your best to do your best**

Walter Gjergja alias Shi Xing Mi 释行米, 32nd Generation Shaolin Master



## ACTIVITY

---

### **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.**

**Last Updated: 29<sup>th</sup> September 2021**

