

4th Richmond Marketing Forum

23 – 25 June 2016 Grand Resort Bad Ragaz, Switzerland

KEYNOTE

Opening Keynote - Decoding the 5 key forces of modern change

Michael Jackson, Internationally regarded inspiring speaker



Friday Morning Keynote – The Davidoff Turnaround: From product to brand experience

Hans-Kristian Hoejsgaard, CEO, Oettinger Davidoff AG



Closing Keynote - Magic & Comedy

Michel Gammenthaler, Comedian, Cabaret Artist, Magician



INDUSTRY SESSIONS

Content Marketing Opportunities and Challenges for business

Aldo Gnocchi, Owner & CEO of Gnocchi GmbH



The Future of Payments

5 Things every Marketer should know about Retail Payments

Guido Müller, Country Manager Switzerland, MasterCard Europe



Online meets Offline: How curated shopping is changing the future of retail

Anna Alex, Founder OUTFITTERY



Re – imagine: Gegen Norm und gängige Ratio.

Patrick Hohmann, Founder & CEO of Werenbach AG



Geh mit Deiner Geschichte dahin, wo die Leute sind!

Peter Marthaler, Unternehmenspublizist, Mitglied der Direktion, Schweizerische Mobiliar Versicherungsgesellschaft AG



5 Facts über die GenY – und was das für Unternehmen bedeutet

Julia Wunsch, Social Media Managerin, Axa Winterthur



(R)evolution of online marketing - Programmatic Advertising

Tobias Zehnder, Co-Founder & Partner, Webrepublic



Who wants to be the next Kodak? Digital Transformation for CMOs

Beat Bühlmann, CEO, BB-Consulting



Simplicity, the antidote for today and tomorrow.

Philip Davies, President, EMEA Siegel + Gale



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DISCUSSION GROUPS

Führung ist weiblich und männlich

Annekatri Stiels, ASKP Kommunikation & Personalentwicklung, Personal Coach



50 minutes with Hans-Kristian Hoejsgaard

Hans-Kristian Hoejsgaard, CEO, Oettinger Davidoff AG



Understanding the Change Curve

Michael Jackson, Internationally regarded inspiring speaker



Situational leadership – what is the right coaching for top talents

Ralf T. Gehlen, Country Manager, Procter & Gamble Switzerland Sarl



How to create emotional values for a Brand to turn Consumers into Fans

Philippe Bessire, Director Marketing & Sales, DABSO S.A. (Fisherman's Friends)



Digitale Transformation – Buzzword oder fundamentaler Wandel?

Michael Bietenhader, Head CRM & Digital Marketing, Coop



Influencer Marketing - wie man mit Service Scouts die Kundenzufriedenheit erhöht

Dr. Jan-Hendrik Völker-Albert, Head Strategy, Marketing & Sustainability, SBB AG



Digital transformation – internal change management

Désirée Thomann, Managing Director, Fossil Group



SUPPLIER PRESENTATIONS

The 10 Top Online Trends for 2016

Urs Bucher, CEO, Amazee Labs



"Mobile Moments", the future of marketing

Robin Wirz, CEO, Terria Mobile



Branding in the Age of Digitalization

Bruno Schmidt, Head Branding and Communication, ti&m AG



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OUT OF THE BOX

Behind the scenes with a magician

Michel Gammenthaler, Comedian, Cabaret Artist, Magician



Die Magie der Körpersprache

Gabriele Fröhlich, Founder/CEO Akademie - Mensch

