

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



Tim Delaney, Chairman at Leagas Delaney



The White Maze – Der Weg bis in die Antarktis

Matthias Haunholder, Professional extrem skier, 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



10X your Digital Marketing with Growth Hacking

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



DISCUSSION GROUPS

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

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



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



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Simon Krappf, Director Marketing at Volvo Car Switzerland AG



Ralf Kostgeld, Head of Brand Creation at IWC Schaffhausen



Radikal digital- Marketing in der Netzgesellschaft

Prof. Peter Wippermann, trend researcher, founder of Trendbüro



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



Jean-Claude Luvini, CEO & Owner at Masaba Coffee



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

Last Updated: 17th April 2018