

7th Richmond Marketing Forum

3 – 4 July 2019 Bürgenstock Resort Lake Lucerne

KEYNOTES

Pam Didner, Marketing Strategist and Consultant, Adjunct Professor, Author, Fortune 100 Senior Marketer



INDUSTRY SESSIONS

Steering Marketing Efficiency - how marketing steering can leverage budget efficiency

Charlotte Preut, Head of Measurement & Analytics at Zalando



Xiaoqun Clever, Chief Technology & Data Officer, Member of the Group Executive Board at Ringier AG



Kilian Wagner, Co- Founder and CEO at VIU VENTURES AG



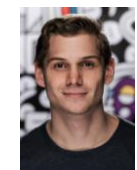
Matthias Schu, E-Commerce Enthusiast, Program Manager Interdiscount



Sheritalyn Solis, Creative Lead, Emerging Platforms at Paramount Pictures



Marc D. Seidel, Digital Marketing Strategist at Facebook



DISCUSSION GROUPS

Pam Didner, Marketing Strategist and Consultant, Adjunct Professor, Author, Fortune 100 Senior Marketer



Outi Helena Armstrong, Head of Global Marketing Communications at DSM Nutritional Products Europe Ltd.



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Bernhard Christen, Head of Marketing at Swiss International Air Lines AG



Thomas Schwetje, Head of Marketing at Coop



OUT OF THE BOX

The Body Language of Leadership

Laura Penn, Ph.D., Author, TEDx Speaker, Founding Director of The Public Speaking School



Interactive VR Experience

Giacun Caduff, Festival Director Gässli Film Festival, Board Director at VFBbB



A watch tells more than just time - learn about the value of timepieces

Patrick Steiner, Expert in the Swiss Watch Industry



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

Last updated 18th February 2019