

## 9<sup>th</sup> Richmond Marketing Forum, 25 – 26 October 2021

Grand Resort Bad Ragaz

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### KEYNOTES

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#### **Surviving the Next Normal: Finding the Sweet Spot between High Tech and High Touch**

Nancy Rademaker, Co- Founder of Drawify and Partner at nexxworks



#### **What's next in Social Media & Digital Marketing and how to stay ahead**

Collin Croome, Digital Strategist, Social Media Marketing Expert



### INDUSTRY SESSIONS

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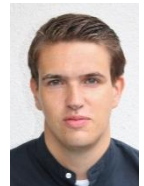
#### **Behavioural Science as a marketing superpower**

Tom de Bruyne, Co-Founder of SUE Amsterdam & Behavioural Design Academy



#### **How NIVEA wants to get to the next level of brand storytelling via Augmented Reality**

Jasper Krog, Senior Global Digital Innovation Manager, Head of Global Content Marketing at Beiersdorf (NIVEA)



#### **Turning building big data into business value**

Ranjani Madhavan, Global Strategic Marketing Manager at Siemens Smart Infrastructure



#### **Purpose Marketing @ VAUDE - Strategic Marketing Insights of a completely purpose driven Brand**

Manfred Meindl, Head of International Marketing & Digital Services at VAUDE



#### **Battlefields of power – how to play the game**

Ute Poprawe, Independent Transformation and Diversity Expert



#### **Multi-market enablement & deployment of ML & Analytics use cases**

Anne Schmucker, Data Strategy Lead & Search Specialist at Mercedes- Benz AG



## DISCUSSION GROUPS

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### **The Future of Marketing**

Johan Oberg, Chief Marketing Officer at Alpiq AG



### **Customer Experience- Where to begin?**

Coralie Klaus Böcker, Head of Marketing & Digital at Flughafen Zürich



### **Evolving Retail: The Omnichannel Customer Journey**

Jennifer Frame, Brand Director at Manor AG



### **The lasting impact of Covid-19 in Communication Strategies**

Linus Klemenjak, Head of Online Marketing at Luzerner Kantonsspital



### **Brand Love – the only valuable USP?**

Natalie Heinrich, Head of Brand & Marketing at Clyde (Amag Import AG)



### **Customer Journey 2.0 – Redesigning customer experience in a post-pandemic „new normal“**

Irene Franco, Head of Marketing and Communications at Juwelier Kurz AG



### **Opportunities and risks in the flood of social media channels**

Antonia Lepore, Head Marketing Communication at AXA



## SUPPLIER PRESENTATIONS

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### **Customer Lifecycle Marketing - Kunden entwickeln, statt immer neu akquirieren**

Karim S. Weber, Experience Director at advanto AG



**The comeback of the Newsletter**

Dr. Peter Hogenkamp, Chief Executive Officer at Scope Content AG



**Content-Commerce – Nutzen und Wirkung digitalisierter Content-Workflows**

Jörg Schwenk, External Consultant, wps medienservice ag



**OUT OF THE BOX**

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**Professional Branding auf Online Plattformen**

Roger L. Basler de Roca, Digital Strategist, Digital Marketing & Personal Branding Expert



**Das Abenteuer ins Ungewisse**

Matthias Haunholder, Professional extreme skier, adventurer and film producer



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

**Last Updated: 5<sup>th</sup> October 2021**