



International Marketing Trends Conference

CONFERENCE FEE

- Conference fees
 - Marketing Strategy Forum – Friday only (*no lunch*): Free entrance
 - Marketing Strategy Forum – Friday only (*lunch included*): Euro 40
- Payment by bank transfer to:
 - Crédit Lyonnais Paris St Maur-Parmentier
65 avenue de la République – 75011 Paris – France
 - Name of Bank Account: Venise-Paris Marketing
 - International Bank Account Number - IBAN: FR543000200800000007466P38
 - Bank Identification Code (SWIFT) - BIC: CRLYFRPP
 - **Important:** Please indicate the NAME OF THE PARTICIPANT on the transfer document

TRANSPORT AND ACCOMODATION

Transport and accomodation costs are not included in the fee. They should be paid by the participants, who should make their reservations themselves. A list of hotels is available ont the conference website at www.marketing-trends-congress.com.

ORGANIZING COMMITTEE

- Jean-Claude ANDREANI, France
- Umberto COLLESEI, Italy *Member of Honor*
- Françoise CONCHON, France
- Michael HAENLEIN, France
- Maria Jesus YAGUE, Spain

CONFERENCE REGISTRATION SECRETARIAT

International Marketing Trends Conference
E-mail: venise_paris_marketing@escpeurope.eu

CONFERENCE VENUE

CENTRO CULTURAL LA CORRALA UAM
Universidad Autónoma de Madrid
Calle de Carlos Arniches, 3
28005 Madrid
Spain

WEBSITE

www.marketing-trends-congress.com.

MADRID January 27th 2017



International Marketing Trends Conference

MARKETING STRATEGY *Forum*

The new Customer Experience : ecommerce, re-enchantment, customer journey...



In the challenging context of a constantly changing environment, the aim of the International Marketing Conference is to help identify how to build up *true* innovations, and determine what are the *key factors* and the *new players* influencing the Marketing strategies and their implementation.

The International Marketing Trends Conferences programme includes conferences, workshops, research sessions, forums... with highly respected business professionals and outstanding academics from over 45 countries. In 2017, with over 300 speakers and contributors, the International Marketing Trends Conference will cover a wide selection of topics.

The Marketing Strategy Forum is one of the highlights of the conference.

The choice of the speakers of the 2017 Marketing Strategy Forum has been to focus on the «New Customer Experience». Based on their professional experience the guests will try to share their vision and explain how far the new marketing tools and approaches contribute to a significant added value for the customers. They will address the following questions and issues:

- How far does the consumer experience affect the customer experience ?
- How can a true re-enchantment be created ?
- Which are the winning customer journey strategies ?
- How far will the digital platforms affect the customer brand experience ?
- What are the keys of a successful customer experience ?
- How should the customer experience ecosystems be structured ?

The 2017 Marketing Strategy Forum is a unique opportunity to interact with a panel of *top business executives* and challenge not just concepts and ideas but also operational issues.

PROGRAMME

10:00 – 10:30 Welcome and registration of participants

10:30 – 11:00 Marketing Strategy Forum – Opening Conference

- Pr. BENAVENT, Paris X University
« How do the social networks, collaborative websites, digital platforms and market places influence our perceptions and choices ? »

11:00 – 12:30 Marketing Strategy Forum – Round Table “The new consumer experience”

Chairs:

- Dr. LE SOURD, Vice-President – FEFIS
- Pr. PASTORE – Università di Roma La Sapienza
- Mr F. BERNARD, Communication and Information Director – SNCF
“ How a public service brand uses sponsoring to re-enchant its customer experience. ”
- Mr A. CAPPANNELLI, Vice President Metro Group – Metro Cash & Carry
“ Understanding Customer Experience to reposition Own Brand Portfolio. ”
- Mr G. de LA FRESNAYE, Shopper Marketing Manager - L'Oréal
“ The shopper at the heart of a multi channel consumer journey. ”
- Ms D. DESGURSE-POTIGNON, Head of Digital Innovation – La Poste
“ The client relationship at the heart of the digital transformation. ”
- M. J.-F. DIET, CEO CEE Region - Europ Assistance Group
“ Why does digitalisation kill the classic insurance? ”

12:30 – 14:00 Lunch break

14:00 – 15:30 Marketing Strategy Forum – Round table “Customer interaction to develop new business opportunities”

Chairs:

- Dr. Pierre LE SOURD, Vice-President – FEFIS
- Pr. Carmen BERNE-MANERO – Universidad de Zaragoza
- Ms V. BERTHEAU, Product Policy Director - Thales Group
“ Interacting with customers to anticipate market needs: users' club in B to G. ”
- Ms E. CIALDELLA, Marketing and Communication Director – Groupe Le Monde
“ The digital transformation in the media business. ”
- Ms F. REYNAUD, Marketing Manager – ENGIE Cofely
“ How big data & IOT are re-designing the B-to-B client experience in the Energy market: threats & opportunities in the 3D world (Digital – Decentralised - Decarbonized) ”