

# MARKETING STRATEGY *Forum*

## The challenge of Artificial Intelligence Marketing

Isola san Servolo – Venice (Italy)  
Friday 19 January 2024

**Today, Artificial Intelligence is on everybody's lips and its implications can be seen in all sectors. Marketing makes no exception.**

**How to better prove our point than by asking Chat GPT to write our introduction ?** Here is the outcome:

*"AI has become increasingly important for marketing because it offers new ways to collect, analyze, and utilize customer data. Marketers can gain deeper insights into customer behavior, preferences, and needs, and deliver more personalized and targeted marketing messages.*

*A few reasons why AI is important for marketing:*

- *Customer insights: With AI-powered analytics tools, marketers can collect and analyze vast amounts of data from multiple sources for a better understanding of customer preferences.*
- *Personalization: AI-powered algorithms can analyze customer data in real-time to provide personalized product recommendations, leading to higher engagement, loyalty, and sales.*
- *Improved efficiency: AI can automate repetitive and time-consuming tasks, such as data entry, analysis, and reporting. This frees up marketers to focus on strategic initiatives.*
- *Prediction: AI can analyze historical data to identify patterns and trends that help predict future behavior, which represents key information to optimize marketing campaigns."*

**Not bad for a machine that has no conscience of what it is saying ;-)**

However, and this has been forgotten by Chat GPT, there are also multiple risks associated to the impact of AI on marketing, regarding for instance its unsustainable tremendous use of resources or its uncontrolled use of private consumer data. **During our conference, we will invest time and collective thinking effort to better understand this key issue that has the potential to shape the future of marketing trends.**

# PROGRAMME

**11:00-12:30** Macro and micro perspectives on challenges and AI in Marketing

**Moderation :**

- **Prof. Tiziano VESCOVI, Università Ca' Foscari Venezia**

- [Ms. Claudia CALORI](#), Vice President Head of Global Marketing Personal Health – PHILIPS
- [Mr. Gonzague de LA FRESNAYE](#), Shopper Marketing Manager - L'ORÉAL
- [Mr. Renaud VIOT](#), Director Technology and Digital consulting – MAZARS
- [Ms. Valérie VUILLEMOT](#), Senior CEO Advisor – ENDEAVOUR DEVELOPMENT

**Friday 20 January 2024 – 12:30-14:00**

Lunch with *specific registration online*

**14:00-15:30** AI Marketing : from theory to practice

**Moderation :**

- **Prof. Julien SCHMITT, ESCP Business School – Paris Campus**

- [Ms Valérie BERTHEAU](#), Group Product Policy Vice-President – THALES GROUP
- [Mr. Alain CAPPANNELLI](#), President – ALAIN CAPPANNELLI CONSULTING
- [Ms Dominique CUQ](#), VP Global Client Lead Bases – NIELSEN IQ
- [Ms Mathilde HEBERT-GUENET](#), Customer Experience & Digital Marketing Director – SAINT-GOBAIN GROUP
- [Mr Nicolas MARESCAUX](#), Deputy Director Meeting Customers Needs & Innovation – MACIF

**14:00-15:30** AI in Luxury Brands Marketing

**Moderation :**

- **Prof. Ben VOYER, ESCP Business School – London Campus**

- [Ms. Florence BULTÉ](#), Chief Sustainability Officer – CHALHOUB GROUP
- [Mr. Benny BRIESEMEISTER](#), Scientific Lead and Senior Manager DELOITTE Neuroscience Institute - DELOITTE
- CARTIER To be confirmed
- LVMH To be confirmed

THE MERCHANT  
OF VENICE

**16:00-17:00** A unique Venetian and luxury experience !  
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*Email registration. Limited to 20 participants.*

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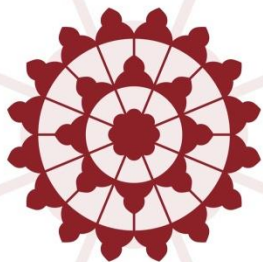
MACIF

SAINT-GOBAIN

Deloitte.

LVMH  
Cartier

Conferences in English



## International Marketing Trends Conference

### REGISTRATION

- Registration fees
- Marketing Strategy Forum – **No Lunch : Free Entrance**
- Marketing Strategy Forum – **With Lunch : 50 Euros**

### PAYMENT

- 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: FR5430002008000000007466P38
- Bank Identification Code (SWIFT) - BIC: CRLYFRPP
- **Important:** Please indicate the NAME OF THE PARTICIPANT on the transfer document

### CONFERENCE VENUE

Isola San Servolo  
30031 Venice - Italy  
Vaporetto Line : San Zaccaria → Isola San Servolo

### ORGANIZING COMMITTEE

- Pr. Françoise CONCHON-ANDREANI, ESCP Business School (France)
- Ms. Angèle ANDREANI, PHILIPS (The Netherlands)
- Pr. Julio JIMÉNEZ, Universidad Zaragoza (Spain)
- Pr. Alberto PASTORE, Università di Roma La Sapienza (Italy)
- Pr. Julien SCHMITT, ESCP Business School (France)
- Pr. Tiziano VESCOVI, Università Ca' Foscari Venezia (Italy)
- Pr. Klaus-Peter WIEDMANN, Leibniz Universität Hannover (Germany)

### CONFERENCE REGISTRATION SECRETARIAT

International Marketing Trends Conference  
E-mail: [contact@team-imtc.com](mailto:contact@team-imtc.com)

### 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 on the conference website at [www.marketing-trends-congress.com](http://www.marketing-trends-congress.com).

### WEBSITE

[www.marketing-trends-congress.com](http://www.marketing-trends-congress.com)

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## International Marketing Trends Conference

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Free Entrance