Value Chain Marketing - Case Studies with Paul Garrison

Locul desfasurarii: Hotel Intercontinental

Organizator: CEU Business School & Maastricht School of Management Romania

09.00 - 09.30 - Registration & Welcome Coffee 09.30 - 12.30 - Workshop & Case Studies 12.30 - Networking Continuing our series of open events for the business community, we invite you to participate in a custom-tailored Workshop on ,,Value Chain Marketing - Case Studies" with Paul Garrison on May 11, 2010. The event is built with best-in-class examples of integrating brand consumer insights with retail shopper behavior in Central and Eastern Europe. These countries especially are driving more effective brand communications. In these highly challenging and rapidly changing markets we must be more effective in targeting and integrating brand building messages both inside and outside the selling environment. Paul will conduct an engaging seminar on the latest techniques in how to identify more meaningful consumer behavior insights and then leverage them to build a stronger brand value platform throughout the consumer buying process: awareness - purchase intent - trial - repeat - loyalty/advocacy. The seminar is especially designed to offer useful and practical insights to strategic marketing, sales and communication managers who are looking forward to reaching the next level of performance with their brands. Paul Garrison is a Professor of Marketing and the former Dean at the Central European University Business School. He is also a frequent guest lecturer at several leading universities both in Europe and the US. Paul has worked in marketing for over 25 years. He started his career at Procter & Gamble and then went on to work with Coca-Cola - first in the US, and then later as marketing director for Central and Eastern Europe, and finally as managing director in Hungary. In between the US and European Coke assignments, Paul ran his own advertising agency for 10 years in the US. In 2003 he founded the Garrison Group, a strategic consultancy based in Budapest and active throughout the region; including Russia and Turkey. The Garrison Group is highly involved in leading edge marketing with clients such as IKEA, Sony PlayStation, Telenor, Pfizer, AVON, UniCredit Bank, Efes, Intersport, Bayer, and, of course, Coca-Cola. In addition to several marketing related articles published in leading business magazines in Europe and the United States, Paul has also written a marketing book - Exponential Marketing - whose second edition was published in the fall of 2009. This is an Open Event organized by CEU Business School & Maastricht School of Management with the support of Business Review. There will be no charge for participation, but access to this event is by registration only. Dora Surugiu surugiud@ceubusiness.org

Despre CEU Business School

Corpul profesoral al CEU Business School este axat pe excelenta academica in efortul de a

pregati participantii pentru a putea face fata cerintelor complexe ale economiilor in tranzitie, in acelasi timp axandu-se si pe teoriile managementului global. Corpul profesoral este alcatuit atat din academicieni cu experienta internationala, cat si din executivi cu o semnificativa experienta in sectorul de afaceri. Diversitatea culturala si dimensiunea internationala a academic cu adevarat profesorilor permit crearea unui climat global.

CEU Business School este cea mai importanta scoala de afaceri din Europa Centrala si de Est, situandu-se pe locul 23 in topul 40 al scolilor de afaceri din Europa, in aceeasi liga cu institutii de renume international cum ar fi INSEAD din Franta, London Business School din Marea Britanie sau ESADE din Spania. Ani la rand, programul de Executive MBA al CEU Business School a fost evaluat de prestigioasa publicatie Financial Times, situandu-se pe primul loc in lume ca si dimensiune internationala a programului. In 2007, programul de Executive MBA al CEU Business School s-a clasat pe locul 11 in lume in evaluarile Financial Times. CEU Business School a fost infiintata in anul 1988 de un grup de lideri vizionari, printre acestia numarandu-se filantropul George Soros si antreprenorul Sandor Demjan.

Participare: Intrare libera

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CEU BUSINESS SCHOOL

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