

MARKETING & INNOVATION FORUM EUROPE 2012

07th/08th FEBRUARY 2012
DOLCE MUNICH



SPECIAL OFFER UNTIL
20TH JANUARY

ONLY 1.190 EURO
INCL. EVENING RECEPTION

STEVEN B. JOHNSON

INNOVATION: WHERE GOOD IDEAS COME FROM

ERICH JOACHIMSTHALER

STRATEGIES TO FOSTER INNOVATION WITHIN THE FIRM

JOHN BIELENBERG

BRAND REVOLUTION: THINKING WRONG

RAND FISHKIN

FUTURE OF SEO & SOCIAL MEDIA

DIRK ZUPANCIC

PEAK PERFORMANCE IN SALES & CUSTOMER MANAGEMENT

ANDY STEFANOVICH

THE MUSEUM MENTALITY

RENÉ SCHUSTER

THE DIGITAL CONSUMER



TUESDAY, 07TH FEBRUARY 2012

13.00 - 13.30	WELCOME COFFEE
13.30 - 13.45	OPENING
13.45 - 15.00	STEVEN B. JOHNSON
15.00 - 15.30	COFFEE BREAK
15.30 - 17.00	RAND FISHKIN
17.00 - 17.45	RENÉ SCHUSTER
AS OF 18.00	EVENING RECEPTION

WEDNESDAY, 08TH FEBRUARY 2012

08.30 - 09.00	WELCOME COFFEE
09.00 - 10.15	ANDY STEFANOVICH
10.15 - 10.45	COFFEE BREAK
10.45 - 12.00	ERICH JOACHIMSTHALER
12.00 - 13.15	LUNCH BREAK
13.15 - 14.30	DIRK ZUPANCIC
14.30 - 15.30	#MIF ROUNDTABLE
15.30 - 16.00	COFFEE BREAK
16.00 - 17.30	JOHN BIELENBERG

REGISTRATION

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JOHN BIELENBERG

BRAND REVOLUTION:
THINKING WRONG

What John does best is help people find whole new, wrong, ways of accelerating positive change in the world. He, who won over 250 design awards, therefore created the program Project M, designed to inspire, educate and prove that the wrongest thinking can have a significant impact on communities. In 2011, John partnered with Alex and Ana Bogusky, Rob Schuham and Greg Galle to form COMMON, a brand that accelerates positive change through enterprise. They all believe that benefiting people, communities, society, the environment and future generations is the new advantage in business.



STEVEN B. JOHNSON

INNOVATION:
WHERE GOOD IDEAS COME FROM

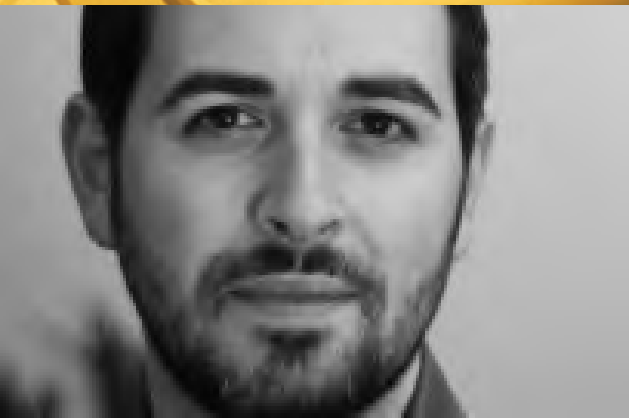
Steven B. Johnson is an American best-selling author and co-founder of the three highly influential online portals FEED, Plastic.com, and outside.in. His bestseller „Where good ideas come from“ was listed under „Best Books of the Year“ by The Economist in 2010. His articles are regularly published in the New York Times, The Wall Street Journal, and The Financial Times. Over 1.4 million internet user follow his tweets worldwide.



ANDY STEFANOVICH

THE MUSEUM MENTALITY

Andy Stefanovich is the Chief Curator and Provocateur at Prophet, a worldwide leading brand and marketing consultancy. Andy has earned a reputation as one of the most disruptive and effective advisors in business. He spent the past 20 years helping companies like GE, General Mills, Procter & Gamble, The United States Olympic Committee, and Coca-Cola drive innovation from the inside out - enriching their people and driving marketplace growth. Andy's book on innovation "Look at More" has just been cited by Ad Age as "Ten Marketing Books You Should Have Read" in a special year-end report.



RAND FISHKIN

FUTURE OF SEO & SOCIAL MEDIA

Rand Fishkin is founding member and CEO of the best-known SEO software provider on the web, SEOMoz. He co-authored „The Art of SEO“ and was named on the „40 Under 40 List“ and „30 Best Young Tech Entrepreneurs Under 30“. He is a sought after speaker and expert in his field of SEO and online search at conferences worldwide.



ERICH JOACHIMSTHALER

STRATEGIES TO SUSTAINABLY
FOSTER INNOVATION AND GROWTH
WITHIN THE FIRM

Dr. Erich Joachimsthaler is the founder of Vivaldi Partners, an innovation strategy and marketing firm that focuses on developing breakthrough innovation, growth, and marketing strategies for its clients. Erich has extensive expertise in consumer goods, retailing, telecommunications, media & entertainment, and technology. He has held various positions at renowned faculties, i.e. at the University of Southern California, and is a well known author of nearly 40 articles in respected academic journals.



DIRK ZUPANCIC

PEAK PERFORMANCE IN SALES
& CUSTOMER MANAGEMENT

Dirk Zupancic is a German professor for management and management education at the private Graduate School of Management and Law as well as lecturer and director of B2B-Marketing at St. Gallen University. He has been a freelancing consultant and coach ever since his college days and until 2005 partner at a renowned consulting and private equity firm in Zurich for four years. He authored eight books, over 60 papers, and numerous research reports.



RENÉ SCHUSTER

THE DIGITAL CONSUMER

René Schuster has been CEO of Telefónica Germany GmbH & Co. OHG since June 2009. Before that, he held many leading positions in telecommunications and the IT sector. Schuster's career started in the mid eighties as a development engineer at Robert Bosch GmbH. As a partner at KPMG, René Schuster was subsequently responsible for the consulting divisions in Europe and the Middle East. After leading positions at Compaq and Hewlett-Packard Schuster was appointed Global Marketing Director at Vodafone in 2004.

„The 5 M's of innovation:
mood, mindset, mechanisms,
measurement & momentum.“

ANDY STEFANOVICH

Innovator & provocateur
Keynote Speaker MIF 2012

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