

BUILDING SHOPPER ENGAGEMENT

THE PATH TO ADVOCACY

How to win the hearts
and minds of your
shoppers by putting
emotion into loyalty
marketing.

Store Tours Announced!

- Grocery Tour
- Petrol Tour
- Earlybird sight seeing tour of Berlin

FORUM AGENDA

Attendance options:

1. Monday 17th - Tuesday 18th March
2. Tuesday 18th - Wednesday 19th March
3. Wednesday 19th - Thursday 20th March

Your itinerary will consist of one day of store tours and one day at the International Marketing Forum.

DAY ONE

- 09.00 Welcome
- 09.30 Forum session
- 13.00 Lunch
- 14.00 Showcase tour

DAY TWO

- 07.15 Early bird tour of Berlin
- 09.00 Store tours
- 16.00 Return to Ritz-Carlton Hotel or airport drop off

NOT TO BE MISSED!

Earlybird sight seeing tour of some of Berlin's most famous sites including The Berlin wall, Check Point Charlie, Alexanderplatz, Gendarmenmarkt, Brandenburger Tor and the Reichstag.



STORE TOURS DISCOVER GERMANY'S RETAILERS

Our innovative store tours programme will include visits to a number of store formats – convenience, grocery, hypermarkets and petrol stations – visiting many of the leading German retailers. This will be an ideal opportunity to see some best practices, meet other supermarket executives and discuss new ideas.



STORE TOURS GROCERY



STORE TOURS PETROL



"If you're looking for ways to improve brand awareness, exposure, return on investment, and some time to network and share ideas with your peers, then this event is a must in your diary."

KEYNOTE SPEAKERS



JACKIE HUBA

EXPERT ON
CUSTOMER
LOYALTY &
WORD OF MOUTH
MARKETING

Jackie Huba's work has been called "the word-of-mouth-gospel" by Forbes magazine. An expert on creating and sustaining customer loyalty, Huba is the best selling author of *Monster Loyalty: How Lady Gaga Turns Followers into Fanatics*, and *Creating Customer Evangelists: How Loyal Customers Become a Volunteer Sales Force*.

Jackie is co-author of the award-winning 'Church of the Customer' blog, which boasts more than 105,000 daily readers and Huba was a founding board member of the Word of Mouth Marketing Association.



JOHN KEARON

CHIEF JUICER
AND FOUNDER,
BRAINJUICER

John's role in conceiving, inventing and leading BrainJuicer made him Ernst & Young's 'Emerging Entrepreneur of the Year' in 2005. BrainJuicer has been twice winner of the ESOMAR award for Best Methodology in 2005/2007.

John's recipe for entrepreneurial success is: creativity, resilience, determination, perseverance, stamina, drive, imagination, resourcefulness, courage, self-belief, commitment, ability to go without sleep and a touch of madness.



**KJELL
NORDSTRÖM**

AST. PROFESSOR,
STOCKHOLM'S
SCHOOL OF
ECONOMICS

With the steady demise of the old world of mass-markets, standardisation, security and stability, Kjell looks at how corporate complacency has given way to insecurity and fear. He sees consumers 'condemned' to freedom of choice, and increasingly tribal in their behaviour.

Co-author of the hugely popular *Funky Business – Talent Makes Capital Dance*, Kjell is an influential thinker on the future of the multi-national corporation, corporate strategy and globalisation.



**MICHAEL
SANSOLO**

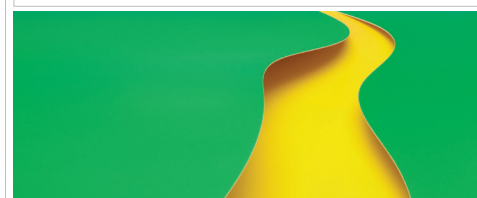
RETAIL EXPERT
& AUTHOR

Countless studies and years of work with some of the world's most innovative companies gives Michael Sansolo a unique and diverse view of the changing nature of trends impacting shoppers, employees, competition, economics, supply chains and management.

A long-time senior vice president of the Food Marketing Institute and now a consultant, speaker and author, Sansolo has travelled the globe working with companies on adjusting to new market conditions.

REGISTER

Please contact your local TCC office to confirm your attendance.



PARKING



For those driving, parking will be available at the car park Quartier Potsdamer Platz.

Instructions

Drive to Linkstrasse. 2 and enter the car park "Quartier Potsdamer Platz."

To access the Ritz-Carlton from here, go to the main entrance in the "Arkaden" and 300m across the street "Alte Potsdamer Strasse" you will see the Ritz Carlton Hotel (behind the train station "Potsdamer Platz").

Please bring your ticket to the Forum registration desk to be stamped in order for your parking to be paid.