

I love trade marketing: FACELIFT OR RENEWAL?

16 February 2017, Thursday
BKIK – 1016 BUDAPEST,
KRISZTINA KRT. 99.



We are going
to present the
**'Trade marketing
manager
of the year in 2016'**
winners announced!

(Two-in-one programme:
conference and award ceremony)

- 8.30-9.00 **Arrival and registration**
9.00-9.30 **How many will disappear from the scene?**
Kateryna Edelshtein, managing director – Nielsen and Péter Kurucz, managing director – Brandbank
9.30-10.00 **'The WOWme! Power in Trade Marketing'**
Ana Teresa Penim, organisational psychologist, Retail Lover & Specialist, CEO of INV – Negotiation & Sales Institute
10.00-10.30 **D. Trump: 'Think big and hit them hard'**
Richárd Hampuk, president – Person Communication
10.30-11.00 **Coffee break**
11.00-11.30 **O(at) My God!**
Andrásné Györkös, head of sales – Naponta

- 11.30-12.00 **Too many to choose from**
Tibor Veress, customer marketing leader – Unilever
12.00-13.00 **Lunch**
13.00-13.30 **Confidence suits you very well**
Dr Kriszta Hevesi, sexualpsychologist
13.30-14.00 **Double mill**
Roland Kanyó, marketing and PR manager – dm drogerie markt
14.00-14.30 **Clothes make the man**
Attila Takács, regional design manager – DS Smith
14.30-15.00 **Coffee break**
15.00-15.30 **Sweets that make you happy**
Zsolt Csengery, Category Planning Manager – Mondelez
15.30-16.00 **Does renewal pay off? When does it work?**
Tamás Barna, owner and managing director – Republic Group

- 16.00-17.00 **'Trade Marketing Manager of the Year' and 'Trade Marketing Team of the Year' award ceremony**

International speakers of the conference will give their presentation in English, therefore simultaneous interpretation will be provided during the conference.

You will be able to download a version of each conference presentation which is intended for the public from <http://www.trademagazin.hu/rendezvenyek/szerelmementmk2017>

REGISTRATION FORM

You can register to participate by filling out this form and sending it to us via fax or e-mail before 9 February 2017.

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I would like to participate in the conference

- I am a Trade Marketing Club and/or POPAI Association and/or Hungarian Marketing Association member, so I can participate paying the discount fee of HUF 43,000+VAT

- I am not a member, so for me the participation fee is HUF 49,000+VAT

If three people participate from the same company a fourth person becomes our VIP guest at the conference.

- I am a VIP guest

Name:	Position:
Company/organisation:	
Postal address:	
Billing address:	
Tax identification number:	
Telephone:	Fax:
E-mail:	
Date:	Signature, L.S. (place of the seal):

Sending us the filled out registration form entails a payment obligation; we are going to issue an invoice using the data provided.

Please make sure that only one person registers per registration form.