TRADE MARKETING Klub

I love trade marketing

POPAI THE GLOBAL ASSOCIATION FOR MARKETING AT RETAIL HUNGARY

SENSE OR SENSIBILITY?

18 FEBRUARY 2016 BKIK – 1016 BUDAPEST, KRISZTINA KRT. 99

We are going to present the **'Trade marketing manager of the year in 2015'** winners announced!

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

8.30-9.00 **Arrival and registration**

9.00-9.30 **Measurable emotions?**
Kateryna Edelshtein – managing director and Krisztián Németh, analytics leader, Nielsen

9.30-10.00 **„Caviar and cocain"**
Leo van de Polder – education manager, Popai Global

10.00-10.30 **Experience the miracle!**
Györgyi Gyovai – country business manager, Nespresso

10.30-11.00 **Coffee break**

11.00-11.30 **Neuromarketing: Emotions can be measured and planned**
Júlia Csenge Halmos, customer relations manager, Synetiq Neuromarketing Research

11.30-12.00 **Shopper neurosis**
Dr Kitti Almási – psychologist

12.00-13.30 **Lunch**

13.30-14.00 **What are emotions like when one's IQ is above the average?**
Bibiána Balanyi – president, Mensa International

14.00-14.30 **'Words are windows or walls'**
Judit Iglódi-Csató – vice president, National Trade Association

14.30-15.00 **Coffee break**

15.00-15.30 **I know what you want!**
Anita Varga – marketing manager, Rossmann

15.30-16.00 **How much is a lovebrand worth?**
Márta Pálfalvi – PR and marketing director, Heineken

16.00-16.30 **Sense and sensibility are needed also if one wants to stand at the top of the podium**
Tamás Csongovai – purchasing director, Co-op Hungary

16.30-17.30 **'Trade Marketing Manager of the Year in 2015' and 'Trade Marketing Team of the Year in 2015' award ceremony**

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

REGISTRATION FORM

You can register to participate by filling out this form and sending it to us via fax or e-mail before 10 February 2016.

Address: In-store Team Kft. • Hunyadi Enikő • **2000 Szentendre, Petőfi S. u. 1.** • Telephone: +36 (26) 310 684 • +36 (26) 300 898 • **E-mail: eniko@instoreteam.hu**

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 39,000+VAT

☐ I am not a member, so for me the participation fee is HUF 43,000+VAT

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

☐ I am a VIP guest

For more information please visit www.trade-marketing.hu

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.