

VENICE January 18th 2019



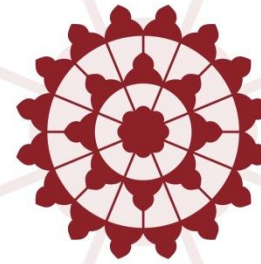
International Marketing Trends Conference

MARKETING STRATEGY *Forum*
ISOLA DI SAN SERVOLO
Venezia

Free entrance



une école de
EQUIS ACCREDITED



International
Marketing
Trends
Conference

PROGRAMME

Friday 18th January 2019 – 11:00-13:00

Round Table

**New frontiers towards renewed customers trust and confidence...
Key issues of customer relationship in the digital and AI age.**

Chairs:

- **Mr Jean-François DIET, CEO - PETGUARD GmbH**
- **Pr. Tiziano VESCOVI, Università Ca' Foscari Venezia**
- Ms Valérie BERTHEAU, Product Policy Director - THALES GROUP
User centricity and AI in critical environment !
- Ms Laurence BONY, CEO – LB Consulting
How can brands enhance confidence with users and clients in the digital and AI age? The example of authors' societies in Europe.
- Mr Gonzague de LA FRESNAYE, Shopper Marketing Manager – L'OREAL
Can global brands still create trust?
- Ms Mathilde HEBERT-GUENET, Deputy Chief Marketing Officer – SAINT-GOBAIN GROUP
Leveraging client/user engagement with AI tools.
- Mr Eric PESTEL, CEO – LOOKADOK
How the Digital Native Vertical Brands, retail emerging brands, are disrupting the market by setting a new trust agreement with the customers ?

REGISTRATION

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<http://www.marketing-trends-congress.com/en/special-guest>