

# MARKETING STRATEGY *Forum*

Entering the post-marketing era...  
#impact #coherence #creativity

ESCP Europe - Paris  
Friday 17 January 2020

Deeply impacted by the major disruptures affecting technologies, environment and society... marketing is changing to integrate the new consumer and client desires for more meaning, more impact and coherence in their life style and consumption choices.

What are the marketing new efficiency factors? How is marketing adapting to the new expectations? Which are the new creativity drivers? Should consuming not be a key value any more could marketing disappear?

## PROGRAMME

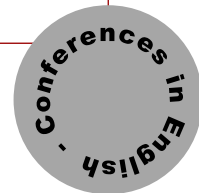
Friday 17 January 2020 – 10:30 – 11:00  
Registration

Friday 17 January 2020 – 11:00-13:00  
The key marketing challenges in 2020 : #impact #coherence #creativity ...

Moderation :

- Dr Pierre Le SOURD, Vice-President FEFIS
- Pr. Tiziano VESCOVI, Università Ca' Foscari Venezia

- Ms Karen BRUNOT, Marketing & Digital Director France – ARVAL BNP PARIBAS GROUP
- Ms Mathilde HEBERT, Deputy Chief Marketing Officer – SAINT-GOBAIN GROUP
- Ms Laetitia FOUQUET DUFIL, Marketing Development Director – MGEN
- Mr Gonzague de LA FRESNAYE, Shopper Marketing Manager – L'OREAL
- Mr Nicolas de SAINT-PIERRE, Western Europe Marketing Director – SAVENCIA FROMAGE & DAIRY
- Ms Valérie THOMAS, Communication, Marketing and Clients Relationship Director - MARQUES AVENUE



Friday 17 January 2020 – 13:00-14:00  
Lunch with specific registration

Friday 17 January 2020 – 14:00-16:00  
Disruptures as leverage factors for a new marketing en 2020.

Moderation :

- Ms Sophie DESORMIERE, CEO and Founder – AALPS CAPITAL
- Pr. Boris DURISIN, ESCP Europe
- Ms Valérie BERTHEAU, Group Product Policy Vice-President – THALES GROUP
- Ms Laurence BONY, CEO – LB CONSULTING
- Mr Alain CAPPANNELLI, Vice President Non-Food Metro Group Worldwide – METRO CASH & CARRY
- Ms Olivia PIERRE, Global Category Manager – Consumer Adhesives– Repair & Assembly – BOSTIK
- Ms Anne-Laure VAN ROSSUM DU CHATTEL, Head of Marketing - ADAMAS

Friday 17 January 2020 – 14:00-16:00  
The renewed relationship with the consumer in 2020.

Moderation :

- Ms Delphine DESGURSE, CEO and Founder SHARE & VALUE
- Pr. Raphaelle PANDRAUD, ESCP Europe
- Ms Isabelle FONDIMARE, Global Business Line Client Solutions Marketing & Promotion Director – ENGIE
- Ms Sylvie COMBASTEL, B-to-B Global Marketing & Communication Manager – SHELL
- Ms Marie GUILLEMOT, La Redoute Brand Manager – LA REDOUTE
- Mr Fabien RAZAC, Marketing Director – LESIEUR
- Mr Eric PESTEL, CEO – LOOKADOK

Friday 17 January 2020 – 15:30  
Coffee Break





## International Marketing Trends Conference

### REGISTRATION

- Registration fees
  - Marketing Strategy Forum – No Lunch : Free Entrance
  - Marketing Strategy Forum – With Lunch : 40 Euros
- Bank Transfer to :
  - Crédit Lyonnais Paris St Maur-Parmentier
  - 65, avenue de la République – 75011 Paris – France
  - Name of Bank Account : Venise-Paris Marketing
  - International Bank Account Number - IBAN: FR543000200800000007466P38
  - Bank Identification Code (SWIFT) - BIC: CRLYFRPP
  - **Important:** Please indicate the NAME OF THE PARTICIPANT on the transfer document

### TRANSPORT AND ACCOMODATION

Transport and accomodation costs are not included in the fee. They should be paid by the participants, who should make their reservations themselves. A list of hotels is available ont the conference website at [www.marketing-trends-congress.com](http://www.marketing-trends-congress.com).

### ORGANIZING COMMITTEE

- Pr. Dr. Jean-Claude ANDREANI, ESCP Europe (France)
- Pr. Dr. Umberto COLLESEI, Università Ca' Foscari Venezia (Italy) *Member of Honor*
- Dr. Françoise CONCHON, INSEMMA Marlet Research (France)
- Pr. Dr. Michael HAENLEIN , ESCP Europe (France)
- Pr. Dr. Alberto PASTORE, Università La Sapienza Roma (Italy)
- Pr. Dr. Tiziano VESCOVI, Università Ca' Foscari Venezia (Italy) *Member of Honor*

### CONFERENCE REGISTRATION SECRETARIAT

International Marketing Trends Conference  
E-mail: [venice\\_paris\\_marketing@escpeurope.eu](mailto:venice_paris_marketing@escpeurope.eu)

### CONFERENCE VENUE

ESCP Europe – Campus République  
79, avenue de la République  
75011 PARIS – France  
Metro: Rue Saint-Maur or SAINT-AMBROISE

### WEBSITE

[www.marketing-trends-congress.com](http://www.marketing-trends-congress.com)



PARIS 17 January 2020



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Free Entrance

