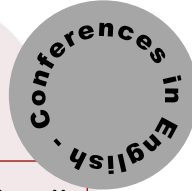


MARKETING STRATEGY *Forum*

Designing the post-C-19 era...
Marketing keys to re-building customer trust.

Venice ONLINE Conference
Friday, January 15th, 2021



The sanitary crisis we are still experiencing had and will have tremendous consequences on our behaviours, accelerating the digitalization trend in most of the areas of life. Teleworking, e-learning, online shopping have experienced an unprecedented boost in 2020.

These accelerated developments were not always customers' choice but have mostly been forced by circumstances, they have also been accompanied by uncertainty and distrust of consumers confronted to fake news, conspiracy theories and an exponentially growing cyber criminality.

A new "world order" driven by digitalization will most probably take place in 2021 with a continuing unprecedented path of change. Marketing strategies will more than ever have to address on one of the most important needs of human being: trust.

HOW TO JOIN THE CONFERENCE?

- **Free Registration** directly on the website <https://www.marketing-trends-congress.com/en/special-guest>, choosing the **SPECIAL GUEST** option.
- **Detailed information on connection and passwords** will be provided directly to the participants **a couple of days before the conference** by PRIMO ROUND, the agency who is managing the conference platform.

PROGRAMME

Friday, January 15th 2021 – 09:30-10:30

Trends Track : How do academic trends in Marketing meet managerial experience ?

Moderation:

- Pr. Pierre VOLLE, Université Paris Dauphine, France
- Ms Valérie BERTHEAU, Group Product Policy Vice-President – THALES GROUP
- Mr Fabien RAZAC, Marketing Manager – LESIEUR
- Mr Eric PESTEL, CEO – LOOKADOC

Friday, January 15th 2021 – 11:00-12:30

The renaissance of trust in marketing: #trust #confidence #belief ...

Moderation:

- Pr. Michael LINGENFELDER, Philipps-Universität Marburg – Conference Chair
- Ms Valérie BERTHEAU, Group Product Policy Vice-President – THALES GROUP
- Mr Gonzague de LA FRESNAYE, Shopper Marketing Manager – L'OREAL
- Ms Nicolas MARESCAUX, customer Needs & Innovation Deputy Director – MACIF
- Ms Valérie VUILLEMOT, Managing Director – ENDEAVOUR DEVELOPMENT France

Friday, January 15th 2021 – 14:00-15:30

Will the forced « hyper-trust » into digitalization remain?

Moderation:

- Pr. Tiziano VESCOVI, Universtà Ca' Foscari Venezia
- Ms Laurence BONY, CEO – LB CONSULTING
- Dr. Pierre LE SOURD, Vice-President – FEFIS French Health Industry Association
- Mr Michael AÏDAN, Founder ONCE UPON A TIME
- Ms Sophie DESORMIERES, CEO – AALPS CAPITAL FUTURE MOBILITY
- Ms Mathilde HEBERT, Customer Experience & Digital Marketing Director – SAINT-GOBAIN
- Mr Jean-Marc TASSETTO, CEO – COORP ACADEMY

Friday, January 15th 2021 – 15:30-16:00

Keynote Speaker

Moderation:

- Pr. Alberto PASTORE, Sapienza Università di Roma – Conference Chair
- Mr Marco TRAVAGLIA, CEO and President, NESTLE Italia

Keynote
speaker



International Marketing Trends Conference

REGISTRATION

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OFFICIAL CONFERENCE VENUE

Venice
ITALY

ONLINE CONFERENCE ONLINE CONNECTION

Detailed information on connection and passwords will be provided directly to the participants by PRIMO ROUND, the agency who is managing the conference platform.

ORGANIZING COMMITTEE

Françoise CONCHON, France
Jean-François DIET, Austria
Camille MICHAUX, France
Marta DALLE CARBONARE, Italy

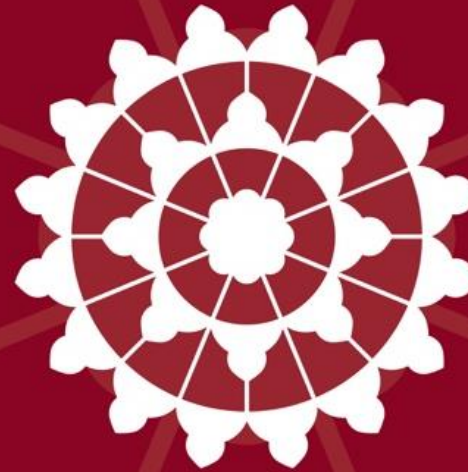
CONFERENCE REGISTRATION SECRETARIAT

International Marketing Trends Conference
E-mail: info@team-imtc.com

WEBSITE

www.marketing-trends-congress.com

VENICE 15 January 2021



International Marketing Trends Conference

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