



## Best Practice in Marketing Management Focus Group «Activating Live Communication»

*“Events are like child’s plays, perfected by adults.”*  
**Christian Mikunda**

The measures a company can take in the context of marketing communication are manifold. However, how can be made sure that the management of live communication engagements such as events, trade shows and sponsorships leads to an integrated and effective marketing communication measure?

Which activities should be implemented by the company itself and under which circumstances is it better to fall back on external service providers? Moreover, how can you digitally activate your event or sponsorship and what strategies exist to optimize your content marketing management in the context of events, trade shows and sponsorships? Which goals can be reached by making use of corporate hospitality measures and what are ways to integrate sales into live communication? These and further issues will be discussed on the occasion of this workshop.

### Your Benefits as a Participant

- Enjoy a two day workshop in Munich (excl. board and lodging) with experienced moderators and guest speakers,
- Exchange experiences with managers from a vast array of industries,
- Suggest preferences regarding guest speakers and content,
- Work on solutions for your own current challenges in the related topic of this workshop series by reflecting and discussing ideas with other managers.

### Participation and Additional Information

- Target Group: Trade fair managers, controllers, sponsorship project managers, marketing communication managers, event coordinators and campaign managers.
- Date: June 8<sup>th</sup>/9<sup>th</sup> 2017 ([Allianz Arena](#), DE-Munich; Hotel [Motel One Deutsches Museum](#))
- Language: English
- For additional information on this Management Focus Group, please do not hesitate to contact Dominik Schwizer ([dominik.schwizer@unisg.ch](mailto:dominik.schwizer@unisg.ch); +41(0)71 224 28 76).
- If you are interested in participating in this management focus group, please visit the [sign-up portal](#)



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