



## Best Practice in Marketing Management Focus Group «Digital Analytics & Market Research»

*“In God we trust, all others must bring data.”*  
**W. Edwards Deming**

These days, numerous companies face the challenge of coping with a huge amount of data. Companies strive for a competitive advantage through professionally collecting, analyzing and handling (big) data. The area of digital analytics and market research represents both a huge potential for innovation and progress, but also uncertainty in terms of how to deal with data sets and what to conclude from them.

In our management focus group on “Digital Analytics & Market Research”, we will deal with – amongst other subjects – best practices especially regarding the use of big data for market research purposes, insight and predictive marketing analytics as well as combining different data sources (e.g. CRM and social media) for use in marketing and sales. Furthermore, we will cover the limits of digital analytics and discuss the relationship of image and intention data with behavioral data.



### Your Benefits as a Participant

- Enjoy a two day workshop in an attractive location in Berlin (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: Marketing managers and with a focus on research and analytics
- Date: November 14<sup>th</sup>/15<sup>th</sup> 2018
- Location: [Mövenpick Hotel Berlin](#) (D-Berlin)
- Language: English
- For additional information on this management focus group, please do not hesitate to contact Katja Söllner ([katja.soellner@unisg.ch](mailto:katja.soellner@unisg.ch); +41(0)71 224 28 73).
- If you are interested in participating in this management focus group, please contact the coordinator within your company.

