



Best Practice in Marketing Management Focus Group «Digitalization of Live Communication»

“The biggest sources of opportunity are collaboration and partnership. And today, with digital communication, there is more of that everywhere. We need to expose ourselves to that as a matter of doing business.”
Mark Parker (Nike)

In an increasingly digitalized and globalized economy, where unique experiences shape relationships with stakeholders and strongly affect consumer behavior, live communication is key. It plays a crucial role not only with regards to events, fairs and trade shows, but is also considered a valuable communication tool in the fields of e-learning and sponsoring. However, digitalizing and multiplying live communication without cannibalizing the face-to-face experience remains a challenge.

On this basis, the Management Focus Group «Digitalization of Live Communication» provides inspiration and guidelines for diverging sectors – engaged in the fields of both industrial and consumer goods as well as services – to develop an integrated management approach. Furthermore, performance measurement of live communication engagements is discussed, especially in the context of sponsoring, events and trade shows. Likewise, a closer look will be taken at E-Sponsoring. Additionally, make vs. buy decisions will be examined against the background of integrated live communication in order to facilitate managerial decisions between different options such as sponsoring and company-owned events.

Your Benefits as a Participant

- Enjoy one consecutive two day workshops in an attractive location in Germany (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, marketing communication managers, content managers
- Date: 18-19 November 2019 (TBD, Germany)
- Language: English
- For additional information on this management focus group, please do not hesitate to contact Katja Söllner (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.

