

# The CMO's Role in the Digital Age

3<sup>rd</sup> European CMO Circle Meeting  
Zurich, Sept. 28 - 30, 2011







# Theme

## The CMO's Role in the Digital Age

Technological innovation has been changing and is going to change fundamentally the way people live, interact with one another and communicate. In this faster and more challenging business world, CMO's must step up their game even more to leverage the power of the marketing function to contribute to business success. The technological shift changes how global brands are built and managed, how media messages are effectively and efficiently communicated, how breakthrough innovations are generated and how high-performing marketing organizations need to operate.

## Overview

Sept. 28	Sept. 29	Sept. 30
 <small>european cmo circle</small> <i>Evening</i> <b>European CMO Circle Networking Dinner:</b> Downtown Zurich 19:30 – 21:30	 <small>european cmo circle</small> <i>Lunch</i> <b>European CMO Circle Luncheon with Panel: The CMO's Role in the Digital Age</b> Zurich (Rüschlikon) 12:10 – 15:30	 <i>Morning/Afternoon</i> <b>Join programme at European CMO Conference:</b> Zurich (Rüschlikon) 09:00 – 14:30
	 <i>Morning/Afternoon/Evening</i> <b>Join programme at European CMO Conference:</b> Zurich (Rüschlikon) 09:00 – 12:00 / 15:30 – 21:00	

# Program (1/2)

**Day 1: Sept. 28, 2011: Networking Dinner (19:30 - 21:30)**

**Day 2: Sept. 29, 2011**

09:00 – 10:00      Networking Breakfast

10:00 – 10:10      Welcome

10:10 – 10:50

Innovation

## Richard Prenderville

Head of Global Brand Marketing,  
Reebok



### New Growth Paradigms

- Brand as growth driver
- New consumer trends
- Brands in the digital age

10:50 – 11:30

Innovation

## George Blankenship

Architect of Apple's brand building retail strategy, now VP Worldwide Sales and Ownership Experience, Tesla Motors



### It's Hard to Change the World

- Branding your innovations
- Changing 100 years of tradition
- Learning from leaders in retail

11:30 – 12:10

Global Brands

## Federico J. Gonzalez

Senior VP Marketing & Sales, Euro Disney and Disney Destinations EMEA



### The Disney Experience

- Total customer focus
- Culture of excellence
- Learning from Disney

12:10 – 15:30

## Circle Luncheon with Panel: The CMO's Role in the Digital Age

12:10 – 12:20: Welcome by Annalisa Gigante, President, European CMO Circle

12:20 – 13:30: Networking Lunch

13:30 – 14:30: Panel: The CMO's Role in the Digital Age

14:30 – 15:30: Discussion and Closing

15:30 – 16:30

## Knowledge Sessions: Social Media, B2B Marketing, Innovation

16:30 – 17:00

## Networking Break

17:00 – 17:45

Organization & Capability

## Driving Growth in the Digital Age

Panel with Simon Clift, George Blankenship, Federico Gonzalez, Rui Porto and Richard Prenderville



17:45 – 18:00

## Closing

19:00 – 21:00

## Networking Night

at Tesla Motors Flagship Store, Zurich



CMO

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# Program (2/2)

## Day 3: Sept. 30, 2011

08:00 – 08:50 Networking Breakfast

08:50 – 09:00 Welcome

09:00 – 09:35

Organization & Capability

### Peter Dahlstrom

Senior Partner, McKinsey & Company  
Leader, EMEA Digital Marketing Practice



#### The Consumer Decision Journey

- Consumer decisions process
- New empowered consumers
- Consumer driven marketing

09:35 – 10:10

Global Brands

### AJ van Triest

Chief Marketing Officer, BWP, a joint venture between of Coca-Cola and Nestlé



#### Driving Growth Globally

- Driving growth globally
- Global innovation
- Connecting with global consumers

10:10 – 10:45

Global Brands

### Simon Clift

former Chief Marketing Officer, Unilever



#### Winning Global Brands

- Characteristics of winning brands
- Global Brands Study™ insights
- Purposeful positioning

10:45 – 11:15

Networking Break

11:15 – 12:00

CMO Leadership

### Marc de Swaan Arons

Co-founder and Chairman, EffectiveBrands



#### Global Marketing: Success Factors

- Drivers of marketing effectiveness
- Case study: Unilever/OMO: "Dirt is good"

12:00 – 13:30

Lunch

13:30 – 14:15

CMO Leadership

### Alexander von Schirmeister

Vice President of Marketing, Operations and Advertising, eBay Europe



#### The Art and Science of Modern Marketing:

How to trade-off target segments, countries, verticals, touchpoints and channels?

14:15 – 15:45

Creative Excellence

### Cult Brands

How to establish and market a brand to become a cult and a success beyond borders  
*Directed by the Berlin School of Creative Leadership*

### Hanns-Peter Cohn

Chief Executive Officer, Vitra



### Peter Kowalsky

Chief Executive Officer, Bionade



### Rui Porto

Chief Marketing Officer, Havaianas



15:45 – 16:00

Closing

# Map

## Hotel Recommendation:

Hotel St. Gotthard  
Bahnhofstrasse 87  
8023 Zurich  
Phone: +41-44 227 77 00  
Website: [www.hotelstgotthard.ch](http://www.hotelstgotthard.ch)  
Email: [reservation@hotelstgotthard.ch](mailto:reservation@hotelstgotthard.ch)

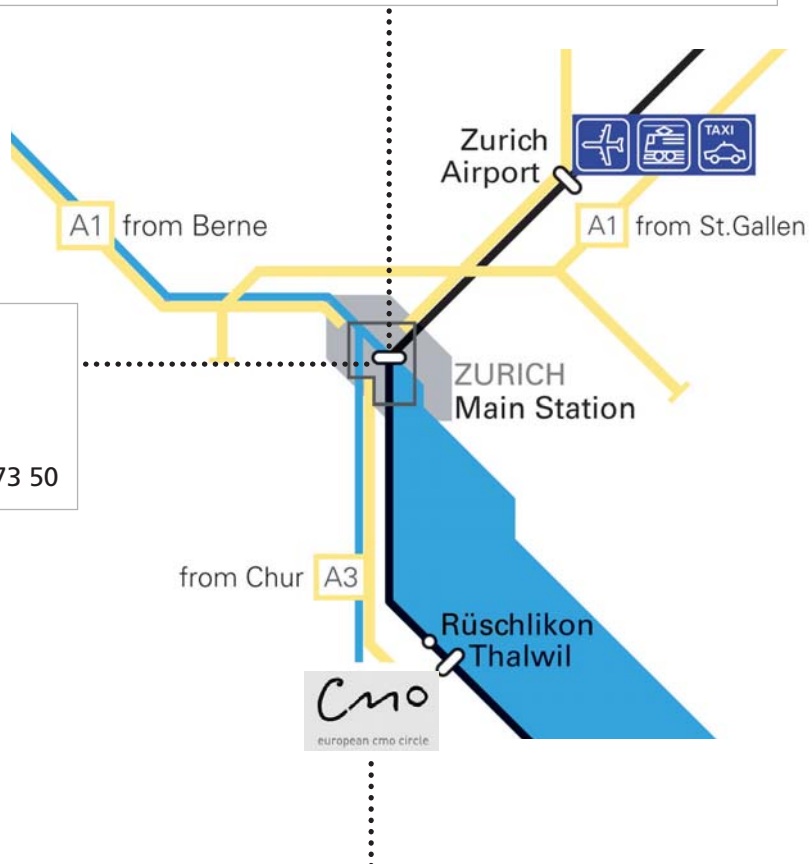
## Free Shuttle Bus

Sept. 29:	Sept. 30:
Hotel -> CMO: 9am	Hotel -> CMO: 8am
CMO -> Hotel: 6.15pm	CMO -> Hotel: 1.30pm

Get ticket at hotel reception

## Networking Night:

Tesla Motors  
Pelikanstrasse 10  
8001 Zurich  
Phone: +41-43 344 73 50



## Meeting Center:



















GDI  
Gottlieb Duttweiler Institute  
Langhaldenstrasse 21  
8803/Rueschlikon/Zurich  
Telefon: +41-44 724 61 11

## Transfer times by taxi:

Airport - Zurich:	10min
Airport - CMO Center:	30min
Zurich - CMO Center:	20min

# Registration & Contact

**Online:** [www.cmo-circle.org](http://www.cmo-circle.org)  
**Phone:** +41-44 586 15 96  
**Email:** [registration@cmo-circle.org](mailto:registration@cmo-circle.org)

	3-Days Pass	2-Days Pass	1-Day Pass	Circle Luncheon
<b>Sept. 28, 2011</b>				
- Networking Dinner				
<b>Sept. 29, 2011</b>				
- Keynotes				
- Afternoon Sessions				
- Circle Luncheon + Panel				
- Networking Night				
<b>Sept. 30, 2011</b>				
- Keynotes				
- Breakfast/Lunch				



European CMO Circle Events only:

Networking Dinner: CHF 150.-  
 Circle Luncheon + Panel: CHF 250.-



Combined Tickets:

3-Days Pass: CHF 2,100.-  
 2-Days Pass: CHF 1,950.-  
 1-Day Pass: CHF 1,450.-



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