

# MARKETING STRATEGY *Forum*

Mastering the conversation...  
#dialogue #customers #stakeholders

ESCP Business School - Paris  
Friday 20 January 2023

## Dialoguing with customers and stakeholders to handle future marketing and societal challenges.

Marketers must emphatically engage in the conversions taking place here between the various social groups and institutions in order to understand as early and precisely as possible the direction in which customer needs and expectations are developing and how these can be met in a promising manner. At the same time, it is important to seize the opportunity to be presented as a trustworthy dialogue partner whose ideas and suggestions the target customers willingly take up.

In this respect, one of the key challenges facing marketers is to build up and expand their willingness and ability to engage in dialogue with all vigor. Important prerequisites here are, for example, a strong reputation based on a convincing purpose and brand personality, the willingness to take a clear position even on controversial issues, and mastery of suitable (digital) technologies and social tools in order to stay in a promising dialogue with customers and all other relevant stakeholders.

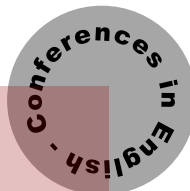
## PROGRAMME

Friday 20 January 2023 – 09:30-10:15  
Keynote Speakers

### Moderation :

- Pr. Julien SCHMITT, ESCP Business School – Paris Campus
- Pr. Alberto PASTORE, Sapienza Università di Roma

- Mr. Damien VIEL, CEO – TWITTER FRANCE
- Pr. Margherita PAGANI, SKEMA Business School



Friday 20 January 2023 – 10:15-10:45

Trends track : confronting academic and business professional perspectives

### Moderation :

- Pr. Michael HAENLEIN, ESCP Business School – Paris Campus
- Mr Constantin SKLAVENITIS, Chief Prestige Brands Officer – COTY INC.
- Ms Mathilde HEBERT-GUENET, Customer Experience & Digital Marketing Director – SAINT-GOBAIN GROUP

Friday 20 January 2023 – 10:45-11:15

Coffee Break

Friday 20 January 2023 – 11:15-12:30

Engaging and developing the dialogue.

### Moderation :

- Ms Laurence BONY, CEO – LB CONSULTING
- Pr. Tiziano VESCOVI, Università Ca' Foscari Venezia
- Ms Morgane DUPON, Online & Offline Global Business Development Director Active Cosmetics Division – L'OREAL
- Mr Vincent BOUIN, Marketing Director - Mediterranean Europe Area – THE COCA-COLA COMPANY
- Mr Nicolas SIMON, Principal – BNP-PARIBAS PF CONSULTING
- Ms Dominique CUQ, VP Global Client Lead Bases – NIELSEN IQ

Friday 20 January 2023 – 12:30-14:00

Lunch with specific registration

Friday 20 January 2023 – 14:00-15:30

Integrating all stakeholders and global societal issues in the dialogue.

### Moderation :

- Mr Eric PESTEL, Consultant Expert en Retail
- Pr. Julien SCHMITT, ESCP Business School – Paris Campus
- Ms Valérie BERTHEAU, Group Product Policy Vice-President – THALES GROUP
- Mr Nicolas MARESCAUX, Deputy Director Meeting Customers Needs & Innovation – MACIF
- Ms Delphine DESGURSE-POTIGNON, Innovation Director – IKO REAL ESTATE





## International Marketing Trends Conference

### REGISTRATION

- Registration fees
- Marketing Strategy Forum – **No Lunch : Free Entrance**
- Marketing Strategy Forum – **With Lunch : 50 Euros**

### PAYMENT

- Crédit Lyonnais Paris St Maur-Parmentier  
65, avenue de la République – 75011 Paris – France
- Name of Bank Account : Venise-Paris Marketing
- International Bank Account Number - IBAN: FR543000200800000007466P38
- Bank Identification Code (SWIFT) - BIC: CRLYFRPP
- **Important:** Please indicate the NAME OF THE PARTICIPANT on the transfer document

### CONFERENCE VENUE

ESCP Business School – République Campus  
79, avenue de la République  
75011 PARIS – France  
Metro: Rue Saint-Maur or Saint-Ambroise

### ORGANIZING COMMITTEE

- Ms. Françoise CONCHON-ANDREANI, INSEMMA Marlet Research / ESCP Business School (France)
- Pr. Julio JIMÉNEZ, Universidad Zaragoza (Spain)
- Pr. Alberto PASTORE, Università di Roma La Sapienza (Italy)
- Pr. Julien SCHMITT, ESCP Business School (France)
- Pr. Tiziano VESCOVI, Università Ca' Foscari Venezia (Italy)
- Pr. Klaus-Peter WIEDMANN, Leibniz Universität Hannover (Germany)

### CONFERENCE REGISTRATION SECRETARIAT

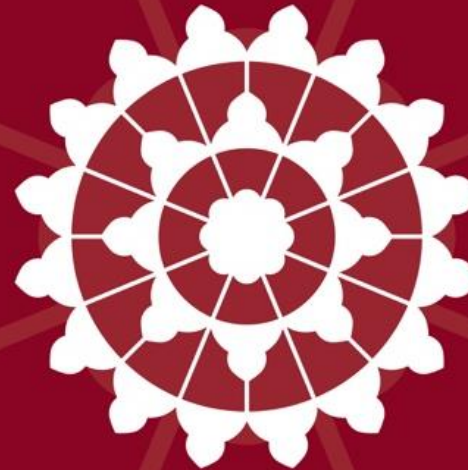
International Marketing Trends Conference  
E-mail: [contact@team-imtc.com](mailto:contact@team-imtc.com)

### TRANSPORT AND ACCOMODATION

Transport and accomodation costs are not included in the fee. They should be paid by the participants, who should make their reservations themselves. A list of hotels is available on the conference website at [www.marketing-trends-congress.com](http://www.marketing-trends-congress.com).

### WEBSITE

[www.marketing-trends-congress.com](http://www.marketing-trends-congress.com)



PARIS 20 January 2023

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