

16 Slovenian Marketing Conference

Tuesday, May 17, 2011

- 10.00-10.15 Introduction and opening of Conference
- 10.15-11.45 Opening speech:
- **Mark Okes-Voysey, PricewaterhouseCoopers:** Marketing is responsible for profit and growth - Experiences and views from PwC
 - **Andreas Tiefengraber, Arthur D. Little:** Marketing is responsible for profit and growth- Experiences and views from A.D. Litte
- 11.45-12.00 Break
- 12.00-13.15 **Global winners: marketing is business philosophy with profit and growth as its responsibilities**
- **Andreas-Christoph Hofmann**, Vice President of **BMW** Brand Communications
 - **Roel Annega**, Marketing Director, **Coca-Cola** Central and Southern Europe
- Moderator: **Maja Makovec Brenčič**, Faculty of Economics, Ljubljana
- 13.15-14.30 Lunch break
- 14.30-16.00 **Regional champions: how do we increase responsibly and profitably in region?**
- **Anja Cipot**, Jub: Challenges of managing recognizable regional brand JUPOL
 - **Andrija Plenkovič**, Atlantic Grupa: Cedevisa, millennium renaissance of regional brand with 40 years tradition
 - **Branko Blečić**, Studio Moderna
 - **Pamela Bolarič**, Kraš
- Moderator: **Aleksandra Kregar Brus**, Atlantic Grupa
- 16.00-17.15 **Global specialists: knowledge is responsibility and value**
They're young, intelligent and ambitious. Their goal is to conquer the world or even the entire universe. How they started doing this and how successful they are, will be revealed in this section. Three different stories of success with a message saying the future is bright.
- **Luka Abrus**, Pet Minuta: New platform for marketing in the future
 - **Tomaž Žepič**, LPKF: Conquered the world with lasers
 - **Rok Uršič**, Instrumentation Technologies: Big bang from Solkan
- Moderator: **Miha Žerko**, SRC
- 17.15-17.30 Break
- 17.30-18.30 **Round table with 2011 marketing director candidates**
Marketing directors present themselves
- 20.30 **Evening event:**
- Conferral of the award Marketing director of the year
 - Conferral of the award 2010 marketing prospect for the best Master's thesis and Diploma
 - Social evening event

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MARKETING INTEGRITIVITY: HOW DO COMPANIES COOPERATE AND CONNECT BUSINESS AREAS TOWARDS MARKETING ORIENTATION?

- 10.00-10.45 **Gerd Leonhard, The Futures Agency:** Marketing trends and guidelines for increased company performance
- 10.45-12.15 Plenary section with contributions from tender: **Cooperation among functions for higher profit**
- **David Đukić, IPP, Rosanda Falež, Poštna banka Slovenije:** To new personal accounts of PBS with help of pigeon of PoBa
 - **Marja Feldin, Žito, Zenel Batagelj, Valicon:** Žito, key decisions for coping with inevitable factors
 - **Urša Sešek, Radio Ognjišče:** Marketing of Radio Ognjišče is responsible for profit and growth
- Moderator: **Uroš Cvetko, Valicon**
- 12.15-13.00 Break
- 13.00-14.00 Panel: **Entrepreneurial intuition - a profit lever?**
- **Iztok Špan (Tajfun)**
 - **Boris Vedlin (Optotek)**
 - **Julij Brinc (Smithers Oasis Adria)**
- Led by: **Toni Balažič, Žito**
- 14.00-14.45 Closing discussion: **New directors, new marketing views**
- **Klemen Boštjančič, Adria Airways**
 - **Drago Kavšek, Fructal**
- Conversation led by: **Peter Frankl, CEO and Editor-in-chief of the Finance Daily Newspaper**
- 14.45-15.00 Conference conclusions
- 15.00 **Radio 1 after SMK chill out party z Denisom Avdičem**
Manasa Club