

# SMART MARKETING

BRANDS WITH PERSONALITY. FROM PERSONA TO PERSONAL  
11 OCTOMBRIE 2018, BUCURESTI, HOTEL RADISSON BLU

What do consumers most appreciate in a brand? How do they personally relate to a brand and what can marketing specialists do to gain their attention, involvement, and loyalty?

During the 4th edition of SMART MARKETING, we intend to discuss about personality, values, commitment, and responsibility. What do we discover beyond appearances and how do we succeed in creating brands that are "true to themselves"?

We bring together strong personalities on the **11th of October, 2018**, at Radisson Blu Hotel in **Bucharest**, who will take part in our **SMART MARKETING** event.

## AUDIENCE

- Marketing & PR Managers
- Brand Managers
- Digital Managers
- Social Media Managers
- Entrepreneurs
- General & Executive Directors
- Representatives of creative community

# BRANDS WITH PERSONALITY

## **LEARN**

from the most renowned speakers and specialists in your field

## **CONNECT**

with the most important players in your industry and potential partners

## **PROMOTE**

your company's values, culture, products, and services

## **ENJOY**

the experience together with your colleagues, partners and friends



**why**  
to attend?

# PRO GRAM

09:00 – 09:30 REGISTRATION & WELCOME COFFEE

09:30 – 11:30 SESSION I

11:30 – 12:00 BUSINESS NETWORKING COFFEE BREAK

12:00 – 14:00 SESSION II

14:00 – 15:00 BUSINESS LUNCH

15:00 – 17:00 WORKSHOP

# IMPORTANT IS ...

## TOPICS

- **Show your colours.** What defines the personality of a brand? What values underlie brand behaviour? How is personality perceived by a brand's target segments? Are these elements coordinated?
- **The glitter effect.** The importance of authenticity in relationship with consumers. The danger of forms without content in marketing
- **The burning passion and personality.** How to use passion to support brand mission and what are the risks of wrong calibration?
- **Love or hate?** The stronger the personality, the more polarized the reactions. Are we ready to take the necessary risks? Risk management for bold campaigns
- **It's a question of trust.** Choose your vows with value. Fulfilled promises as basis to build consumer trust. Why is it important to analyse promises before communicating them to the audience?
- **The power of moving on.** Adaptation, change, speed, and the power to make the right decisions at the right time. How not to turn mistakes into failures by taking responsibility and responding to things.
- **It's personal!** GDPR alignment in marketing – what are the hidden opportunities beyond the daunting process of becoming compliant?
- **Choose your fights.** What does your brand stand for and what does this say about its personality? How does this influence the relationship with consumers?
- **Brand-fuelled movements.** Innovative brands that have consolidated changes in consumer behaviour
- **"See-through" brands.** Why is it important that successful brands rely on transparency and honesty in their relationship with consumers?
- **Between branding strategy and marketing activities.** Brand personality coherence in consumer's eyes
- **From forgettable to memorable.** What is the key of success behind memorable brands? How have they managed to become identifiable in an era dominated by fast-moving information?
- **Brand identity vs. Brand personality** as essential elements in defining a brand. Which is the "heart" and which is the "brain"?
- **Prove your values fast and decisive.** Being the best is not always enough. Tips and tricks to highlight particularities in the fight against competitors
- **Bid farewell to Brand Missions.** Transition from brand missions to manifesto. What does brand manifesto involve and how do we measure its impact on consumers?
- **The consumer – from a bit player to a protagonist.** Why do consumers turn into "film directors" and how can we capitalize on their opinions?



MEET  
BRANDS WITH  
PERSONALITY

MEET THE

SPEAKERS

# SPECIAL GUESTS



## JAAP KALMA

- Expert advisor
- Former Chief Commercial Officer, **AC MILAN**
- Former Global Brand Director, **FERRARI**

Until recently, Jaap served as the Chief Commercial Officer of AC Milan, with responsibility for the football club's marketing and the stadium and commercial revenues. His prior experience is with Ferrari, where he was responsible for the brand both for sports cars and F1, and where he worked in sponsorship and licensing as well. Previous to that he worked for the multinational Unilever in various marketing and sales roles in the Netherlands, the UK, and Italy. A Dutch citizen, he received a bachelor's degree in economics in Chicago and an MBA from Stanford University in Palo Alto, California. He is currently an advisor to several brands, helping them in defining their brand and digital strategy, and a regular speaker at conferences.



## SAMUEL SCOTT

- Global Marketing Speaker
- Columnist, **THE DRUM**

A former journalist, consultant, and director of marketing in the high-tech industry, Samuel Scott is now a global keynote marketing speaker, technology contrarian, and writer of the regular The Promotion Fix column in The Drum. He is based out of Tel Aviv, Israel. Follow Samuel on Twitter at @samueljscott.

# LOCAL EXPERTS

First local speakers to join the event:

- **GABRIEL EREMIA**, Digital Marketing Manager – Arctic, Beko, Grundig
- **IULIA NICULAE**, Marketing Manager – Federația Româna de Fotbal
- **IONUȚ BELET**, Brand Manager Nike&Converse – FF Group
- **ANCA CĂLUGĂRIȚOIU**, Brand Manager Ursus – Ursus Breweries
- **OANA PASCU**, Owner – Complice 4Joy

LESSONS  
FROM  
SUPERBRANDS  
LIKE  
FERRARI & AC MILAN

WORKSHOP

# LESSONS FROM SUPER BRANDS

Marketing is hard work. But then there are those brands that make it all seem effortless, eliciting passion and engaging of people all over the world. Ferrari and AC Milan are two clear examples of such 'super' brands – brands that practically define magnetism.

Jaap Kalma, who during his career has been directly responsible for managing both brands, will take us on an insightful journey to understand the hard work that in reality goes into constructing and managing these brands. Sharing with us the lessons that they hold for finding the levers to ignite the consumers' passion for our own brands.



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# USEFUL INFO

- **INTERNET.** You have access to free Wi-Fi connection during the event.
- **BADGE.** Upon arriving at the hotel, we invite you to stop by at the registration desk to pick up your badge.
- **SIMULTANEOUS INTERPRETING.** Should you or your colleagues need interpretation during the event, please let us know as soon as possible.
- **PARKING.** Participants do not have access to parking spots in the hotel parking lot. Please consider this aspect when choosing transportation.
- **FEEDBACK FORM.** Your opinion is highly important to us. To help us improve our performance during future events, please fill out the feedback forms, enclosed in your event presentation folder.
- **EVENT MATERIALS.** We offer each participant an event presentation folder that will include the event program, a pen and notepad
- **COFFEE BREAK & LUNCH.** There will be two coffee and appetizers breaks during the event. We invite you to take advantage of these interludes by networking with the other participants. At the end of the event, you are invited to join us for lunch, together with the other participants and event speakers.
- **REGISTRATION DESK.** You can find assistance at the registration desk for any questions or concerns you might have about the event. Please do not hesitate to contact us. We will do everything in our power to respond to your requests.
- **SPEAKER PRESENTATIONS.** At the end of the event, participants will receive speaker presentations. Please take into consideration that we first need to have speakers' agreement to send their presentations.

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# ABOUT US

## MARK YOUR B2B OPPORTUNITY

### Business!Mark

BusinessMark is a business event management company that aims to provide the Romanian business environment a professional space for discussions and networking. By combining methods of communication and business matchmaking, BusinessMark offers its clients complex development models, connecting them directly with the business environment and creating opportunities for strategic partnership

### BusinessMark Event Management

BusinessMark enables the planning of B2B events for companies, events designed and planned with each client, so as to meet the company's communication guidelines and business strategy. We offer advice and support regarding the implementation of strategic and business objectives established for the event, and we provide full event management services.

### BusinessMark B2B Public Relations

BusinessMark provides B2B Public Relations for new companies just entering the Romanian market, for newly established companies, as well as for established companies, building campaigns targeted at business audiences, while closely following a communication strategy tailored to the needs and objectives of each company.