

Webinar European Marketing Agenda 2021

**“Eat-Sleep-Data...
Data Ready?”**



**TUESDAY 23 FEBRUARY 2021 • 02:30 - 04:00 PM
(CEST)**

EMC Webinar Marketing Agenda 2021

The European Marketing Agenda 2021 is the latest in a series of trend studies. It was initiated by the Board of the European Marketing Confederation (EMC) with the aim of providing detailed insights into the challenges faced and strategies adopted by European CMOs and, in turn, identifying the trends to be expected in 2021. Nearly 4,800 European marketing and sales executives were surveyed.

Program 23 February 2021

1. Short intro

Jonathan Deacon, vice-chair EMC

2. Summary of European Marketing Agenda 2021

Ralf Strauss, Chairman EMC and Chairman Deutscher Marketing Verband

3. Summaries of CMO's across Europe on their focus areas for 2021, challenges, and Covid-19 implications:

- *Ulrich Klenke, Chief Brand Officer at Deutsche Telekom (Germany)*
- *Freddie Hospedales, Global Head of Marketing at ERM Sustainability Consultancy (United Kingdom)*
- *Petra Čadež, Marketing Director at SBU Savoury Spreads at Atlantic Grupa (Slovenia)*
- *Kristina Mažeikytė, CMO Baltics at Ikea Group (Lithuania)*
- *Christoph Eisinger, Manager Director of Ski Amadé/Austria*
- *Erwin Eikema, CMO at Noordhoff, educational resources company (The Netherlands)*

4. Roundtable for discussion on differences, way forward, lessons learned

5. Closing

Confirmation

We cordially invite you to join our Pan-European presentation and discussion of the results on **February 23, from 02:30 PM to 04:00 PM (CEST)**.

Just send an email to Sandra Verweij at sverweij@emc.be to confirm your attendance. She will send you the link to the webinar.