



## ***“Re-think” at the BAM Marketing Congress***

**Brussels, 13 June 2023.**

**The 42nd edition of the BAM Marketing Congress takes place on 7 and 8 December 2023 and aims to inspire and support marketers in reinventing themselves through the theme of "RE-THINK!".**

Never before have changes been so fundamental: in the way we work, the way we travel, the way we create.... Technology is accelerating these drastic changes even more.

With this year's Congress theme, "Re-think," we want to encourage marketers to question their routines and redefine their approach. Let's explore new opportunities together and stay ahead in this rapidly changing landscape.

As our Congress Captain Alex Thoré states in his mission:

*“In a context where the crisis drives organisations to question themselves, where we are looking for new ways to stay meaningful and where evolution towards the 3<sup>rd</sup> Internet is AI accelerated, we have the opportunity to inspire marketers to reinvent themselves. That reinvention needs to be more than superficial, we need to RE-THINK our fundamentals.”*

Therefore, this year's BAM Marketing Congress is more important than ever. It provides a platform for marketing professionals to come together, share knowledge and experiences, and learn from each other's successes and failures. By doing so, we can collectively rethink our approach to marketing and take the necessary steps to thrive in a rapidly changing world.

### **7 > 8 December @ Brussels Gate**

Get ready to update your marketing skills and stay ahead of the curve at the upcoming BAM Marketing Congress taking place on 7 and 8 December at Brussels Gate (Groot-Bijgaarden/Grand-Bigard). This 42<sup>nd</sup> edition of the Congress promises once again to be an inspiring, informative, and engaging experience.

### **The first keynotes foreshadow an exciting programme!**

More than 50 marketing experts spread across a main stage, two large side stages and several workshops will give you the inspiration to rethink your thinking. The theme will be developed around BAM's marketing pillars: Technology, Sustainability, Inclusion & Diversity, Health & Well-being, and

## Press message for immediate release

Ethics. Through these pillars, we want to encourage today's marketers and be their bright spot in this fast-moving world.

The programme is still under construction, but participants can count on a solid line-up of marketing experts. The first keynotes will be announced in the coming weeks on our website and social media accounts.

### **Network opportunities in the Marketing Village**

Aside from two days of high-level speeches, participants can count on meeting 2 000 fellow marketers to network, exchange ideas, establish partnerships and share experiences. During the breaks, participants can enjoy a lively atmosphere in our famous Marketing Village, where they can catch up with colleagues and meet speakers and new peers. Numerous partners will also showcase their tools, expertise, and novelties at custom made booths.

### **Information and tickets at [marketingcongress.be](https://marketingcongress.be)**

The BAM Marketing Congress 2023 is open to everyone working in marketing, sales, or communication. Early bird tickets are currently available at an advantageous rate. These include two days of marketing inspiration, food and drinks, a goodie bag full of great products, and access to the online learning platform after the Congress.

We truly believe that attending this event will provide marketers with all the tools and knowledge they need to take their marketing strategy to the next level. So don't miss this opportunity to network with fellow marketing professionals, learn from industry experts, and discover the latest techniques and approaches for staying relevant in today's ever-changing market. Join us and let's RE-THINK!

For more information and tickets, visit [marketingcongress.be](https://marketingcongress.be).

To become a partner of the BAM Marketing Congress, visit [marketingcongress.be/partners](https://marketingcongress.be/partners)

### **Follow us!**

Make sure you are part of our BAM Marketing Congress Community! Subscribe to our newsletter and follow us on our social media to keep up with the latest news and be the first to be informed about the keynotes and programme.

[LinkedIn](#) – [Facebook](#) – [Instagram](#) – [newsletter](#) - [YouTube](#)

Use [#marketingcongress](#), [#rethink](#), [#we\\_are\\_bam](#), [#meaningfulmarketing](#).

The Belgian Association of Marketing (BAM) and OFCORES are proud to present the BAM Marketing Congress. As organisers of this event, they are committed to providing an engaging and informative experience for all marketing professionals. For more information about the organisers, please see the annex.

To download the BAM Marketing Congress logo, key visual, and additional promotional material, please visit [www.marketingcongress.be/download](https://www.marketingcongress.be/download).

*For more information on the content of this press release, contact*

*BAM Nathalie Prieto - [nathalie.prieto@marketing.be](mailto:nathalie.prieto@marketing.be) or*

*OFCORES Jean-Baptiste De Bock - [hello@marketingcongress.be](mailto:hello@marketingcongress.be)*

*Website: [marketingcongress.be](https://marketingcongress.be)*

## Annex - organisers

The BAM Marketing Congress is an initiative of BAM - The Belgian Association of Marketing. OFCORES and BAM have engaged in a long-term collaboration for the organisation of this Congress, combining the best event management expertise with the top marketing inspiration gurus to deliver an outstanding Congress experience!



### About BAM

The Belgian Association of Marketing (BAM) is the leading community of marketing and media specialists in Belgium. BAM's mission is to create value and build lasting relationships. The association wants to pass on the belief in meaningful marketing to everyone who crosses its path. In doing so, BAM focuses on five areas: Technology, Sustainability, Inclusion & Diversity, Health & Well-being, and Ethics. By organising meaningful events, such as the BAM Marketing Congress, they aim to give extra substance to this belief. Only in this way is BAM able to give meaning to marketing. Only in this way is BAM able to help professionals place marketing at the heart of their organisation. To fulfill this mission, BAM is an open community and actively seeks partnerships. The BAM network is a place where professionals can find inspiration, knowledge, and cross-pollination.

More information at [www.marketing.be](http://www.marketing.be)



### About OFCORES

OFCORES is an international specialist in virtual, hybrid and in-person events. Besides the BAM Marketing Congress, OFCORES works for corporate and institutional clients across Europe. OFCORES belongs to a new generation of event companies, integrating efficient, valuable technologies and innovative trends into every project. They also offer all-in event management packages. OFCORES will make this year's BAM Marketing Congress another smashing edition.

More info at [www.ofcores.events](http://www.ofcores.events)