



4 DEC. 2004

Internationaal Marketingcongres /
Congrès International de Marketing
Internationaal Congrescentrum /
Centre International de Congrès
and

BURN THE BRAND

Differentiatie in marketing herbekeken
La différenciation des marques revisitée



PROGRAMMA · PROGRAMME

3 DEC 2004

- 08.00 ONTVANGST EN KOFFIE/ACCUEIL ET CAFÉ
- 08.45–08.55 Openingswoord door **Georges Van Nevel**,
Congresvoorzitter Stichting Marketing,
Managing Partner DVN
Introduction par **Georges Van Nevel**,
Président du Congrès de la Fondation Marketing,
Managing Partner DVN
- 09.00–10.15 **Gary Hamel**, Professor of Strategic and
International Management at the London Business
School, Chairman of Strategos and Director of the
Woodside Institute
“The Quest for Resilience”
- 10.20–11.05 **Jean-Noël Kapferer**, Professor of Marketing,
HEC Paris, Graduate School of Management,
author of “Re-inventing the brand”
“Facing the hard discount revolution”
- 11.05–11.40 KOFFIEPAUZE/PAUSE-CAFÉ
- 11.45–12.15 **Luc Suykens**, Corporate Marketing Manager,
Procter & Gamble Benelux
**“Building Superior Value in Brand Equities
in the view of growing Hard Discounters”**
- 12.20–12.50 **Paul Epplett**, Aegis Solutions Director Synovate
“Satisfaction Guaranteed”
- 12.50–14.40 LUNCH/DÉJEUNER
- 14.45–15.15 **Frank Haveman**, Strategy Director,
BSUR Creative Consultancy
“12 redenen om een merk te verbranden”
- 15.20–15.50 **Michel Georgis**, Chief Operations officer, Proximus
“I work for Proximus and I told my mum”
- 15.50–16.25 KOFFIEPAUZE/PAUSE-CAFÉ
- 16.30–16.35 **Op de sofa ... / Sur le divan ...**
- 16.35–16.55 **Willem-Peter Kriek**, Algemeen directeur-bestuurder,
Rabobank Moerdijk
“Rabobank Moerdijk als Financial Caretaker”
- 17.00–17.20 **Christian Degimbe**, Group Marketing Director,
Puratos
**“How to differentiate through implementing
a consumer marketing approach in a B2B
environment”**
- 17.25–17.55 **Tom Heidman**, CEO, Retail Network BV
“Van doorgeefluik naar merk”
- 18.00 RECEPTIE/RÉCEPTION
MARKETEER VAN HET JAAR/DE L'ANNÉE

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- 08.15 ONTVANGST EN KOFFIE/ACCUEIL ET CAFÉ
- 09.00–10.00 **Kevin Roberts**, CEO,
Saatchi & Saatchi International
**“Fearless Love. Transforming brands
into Lovemarks”**
- 10.05–10.35 **Thierry Cattoir**, Merkenarchitect,
Managing Director, Remarkable
**“Het KernMerk: hoe een succesvolle
merkenarchitectuur uw onderneming betere
toegang geeft tot de klant”**
- 10.35–11.10 KOFFIEPAUZE/PAUSE-CAFÉ
- 11.15–11.20 **Op de sofa ... / Sur le divan ...**
- 11.20–11.50 **Nick Sharples**, Head of Corporate Communication,
Sony Columbia entertainment, Playstation
**“The Continuing Success of PlayStation: a Case
Study”**
- 11.55–12.25 **Manon Janssen**, Former Vice-President Brands
& Marketing, Electrolux Home Products Europe
**“Branding in a sea of white – Electrolux’ battle
for the consumer’s heart”**
- 12.30–14.20 LUNCH/DÉJEUNER
- 14.25–14.55 **Marc Bresseel**, Regional Sales Director,
MSN Europe
“Crack the Consumer”
- 15.00–15.30 **Carl Depauw**, Directeur van het Rubenshuis
en het Rubenianum
**“Het Rubensatelier:
10 tips voor een goed management”**
- 15.35–15.40 Slotwoord door **Daniël Viane**,
Voorzitter Stichting Marketing,
Marketing Manager Fortis Bank
Conclusion par **Daniël Viane**,
Président de la Fondation Marketing,
Marketing Manager de Fortis Banque



Stichting Marketing / Fondation Marketing,
Research Park Zellik, De Haak 1, 1731 Zellik
TEL: +32 2 467 59 54
FAX: +32 2 467 59 56
E-mail: viviane.vanmellaerts@stichtingmarketing.be
www.stichtingmarketing.be/congres
E-mail: viviane.vanmellaerts@fondationmarketing.be
www.fondationmarketing.be/congres



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