

## Luxury Research Brownbag @ BaselWorld

March 31st, 2014

### Preliminary Agenda

(as of March 21st)

<b>08:00</b> <b>08:30</b>	<b>Settling in at Congress Center</b> (@ Congress Center Basel, in front of room „Samarkand“) Drinks and snacks provided
<b>08:30</b> <b>09:45</b>	<b>Welcome</b> (@ Congress Center Basel, room „Samarkand“) <ul style="list-style-type: none"> <li>▪ Welcome address Verena Batt, Benjamin Berghaus (08:30)</li> <li>▪ Welcome address Rene Kamm, CEO of MCH Group (08:45)</li> <li>▪ Key note speech Patrick Hoffmann, CEO of Ulysse Nardin (09:15)</li> </ul>
<b>09:45</b> <b>12:00</b>	<b>Structured fair exploration</b> (@ Fair grounds, see below for locations) <ul style="list-style-type: none"> <li>▪ Stand visit „Bergeon“ (10:00, hall 4)</li> <li>▪ Stand visit „Furrer-Jacot“ (10:45, hall 1.1, stand B01)</li> <li>▪ Stand visit „Ulysse Nardin“ (11:30, hall 1.0, stand A39)</li> </ul>
<b>12:00</b> <b>14:00</b>	<b>Free fair exploration</b> (@ Fair grounds, see below for locations) <ul style="list-style-type: none"> <li>▪ Use time at your own disposal on the fair grounds for exploration and for lunch on the exhibition square.</li> <li>▪ If you would like to join us to transfer to University of Basel, meet us at the tram station (line 2) at 13:30 h.</li> </ul>
<b>14:00</b> <b>15:20</b>	<b>Poster session</b> (@ University of Basel, Peter-Merian-Weg 6, room S16) <ul style="list-style-type: none"> <li>▪ Set-up of poster session (14:00)</li> <li>▪ Poster session and exchange (14:15)</li> </ul>
<b>15:30</b> <b>16:30</b>	<b>Workshop session</b> (@ University of Basel, Peter-Merian-Weg 6, room S16) <ul style="list-style-type: none"> <li>▪ Discussion and review of the topics introduced in the morning (see below on this page, look for „workshop topics“)</li> </ul>
<b>16:30</b> <b>17:00</b>	<b>Closing</b> (@ University of Basel, Peter-Merian-Weg 6, room S16) <ul style="list-style-type: none"> <li>▪ Collecting the most interesting conclusions of the day, organizing a group to cooperatively document the insights.</li> </ul>

### Workshop topics

Exploring a fair leads to a myriad of new experiences, thoughts, and ideas. We aim to capture this potential and steer it just a little bit to make it usable.

For this, we kindly ask you to try and structure your fair experiences by particularly considering four topics that we would like to offer you as a basis for the workshop exchange. These four topics are:

- **Challenges for luxury firms**
- **Trends in the luxury market**
- **Changing customer interaction**
- **Differentiation in luxury**

We would like to ask you to start with these topics – and if you find another topic, you are welcome to add it to the list during the workshop.

### Notes and contacts

- **To get in touch, please contact:**

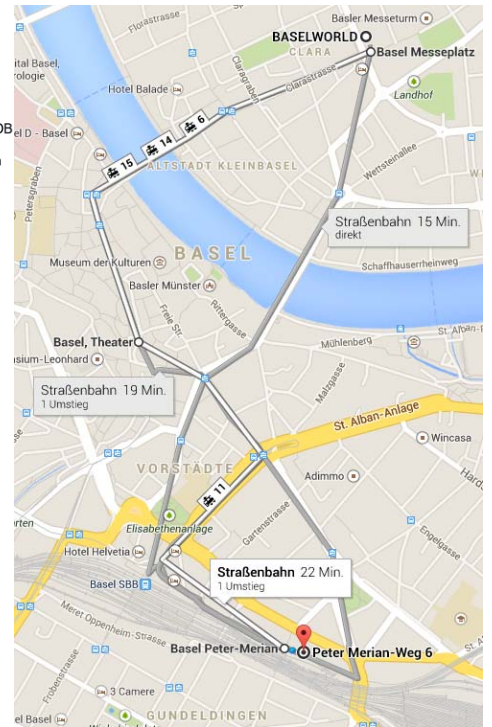
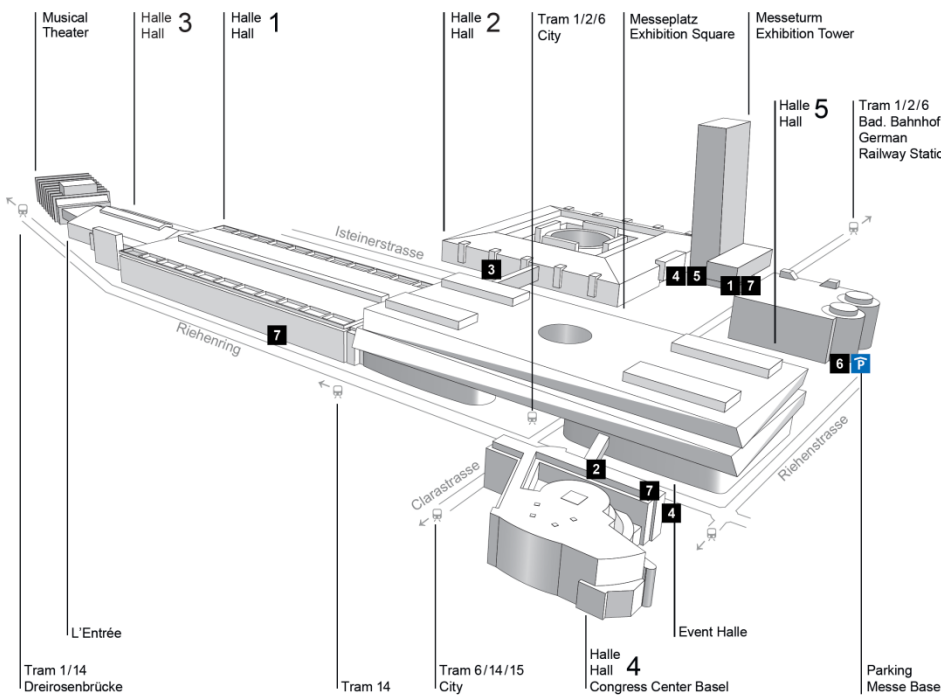
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- Passes to the fair will be distributed at the beginning of the event. You do not need to pay for entry.
- If you wish to deposit light / movable baggage that you do not want to carry around the fair, there will be a possibility to drop off luggage in the morning.
- **Full business attire is recommended.**

### Practitioner-oriented paper project

To have a concrete result from the Brownbag, we invite you to cooperate in writing a joint practitioner-oriented article to be submitted to the 4th issue of Marketing Review St.Gallen. Certainly, this project depends on a valuable workshop outcome and your interest in participating.

## Location maps



## Participants



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