



“Making marketing success measurable”

Program for April 14, 2016, TechnologieZentrum Dortmund

- 11.00am Greetings, brief introduction of participants.
- 11.15am **Measuring marketing operations** (Markus Thamm, Salvon).
- 11.30am **Inbound Marketing** (Hans-Peter Wohlfahrt, Wohlfahrt GmbH).
- 12.15am Application report:
Inbound marketing (Patrick Franke, TecSal.net Technology Sales Network GmbH & Co. KG).
- 1.00pm Lunch break.
- 1.30pm **Application report:**
Trade fair controlling (Dörte Hoffmann, HNP Mikrosysteme GmbH)
- 2.15pm **Discussion:** implementing operations in the company.
- 2.45pm Group goals (e.g. compiling a guideline).
- 3.00pm End of the focus group meeting.
- 5.00pm IVAM presentation of all focus groups' results during the general meeting.
- 7.00pm Get-together and award ceremony for the IVAM Marketing Prize.