



The Beauty of B2B MARKETING

9th BMM-EMAC Biennial International Conference on Business Market Management
in conjunction with the 24th CBIM International Conference
Berlin, June 27-29, 2019

Co-hosts: Frank Jacob, Wes Johnston, Michael Kleinaltenkamp, Olaf Plötner

Location:
Seminaris CampusHotel, Takustr. 39, 14195 Berlin

Sponsored by



ERNST-REUTER-GESELLSCHAFT
der Freunde, Förderer & Ehemaligen
DER FREIEN UNIVERSITÄT BERLIN e.V.



PROGRAM: THURSDAY, JUNE 27

12:00 – 13:15	Lunch
13:15 – 13:30	Welcome András Löffler, Dean, School of Business and Economics, Freie Universität Berlin Michael Kleinaltenkamp, Marketing Department, Freie Universität Berlin
13:30 – 15:00	Parallel Sessions
15:00 – 15:30	Coffee/tea break
15:30 – 17:00	Parallel Sessions
From 19:00	BBQ in the garden of the Marketing Department villa of Freie Universität Berlin

PROGRAM: FRIDAY, JUNE 28

8:30 – 10:00	Parallel Sessions
10:00 – 10:30	Coffee/tea break
10:30 – 12:00	Parallel Sessions
12:00 – 13:30	Lunch
13:30 – 15:00	Parallel Sessions
15:00 – 15:30	Coffee/tea break
15:30 – 17:00	Parallel Sessions
From 19:00	Conference dinner at the Banquet Hall of ESCP Europe, Campus Berlin Welcome address: Tammo Beijmolt, Vice President Conferences, EMAC Key Note: Jesko Perrey, McKinsey

PROGRAM: SATURDAY, JUNE 29

09:00 – 10:00	Panel discussion “The Beauty of B2B Marketing – Just a Beautiful Appearance?” Discussants: Maximilian von Loebbecke, Claas; Theo Maas, Siemens; Andreas Eggert, University of Paderborn Moderator: Olaf Plötner
10:00 – 10:30	Coffee/tea break
10:30 – 11:00	“Design Thinking in B2B Marketing – An Introduction” Ingo O. Karpen, RMIT University, Melbourne; Sicco Santema, Technical University Delft
11:00 – 12:00	Design Thinking Workshop “Making the BMM EMAC Conference more beautiful”
12:00 – 13:30	Lunch and farewell