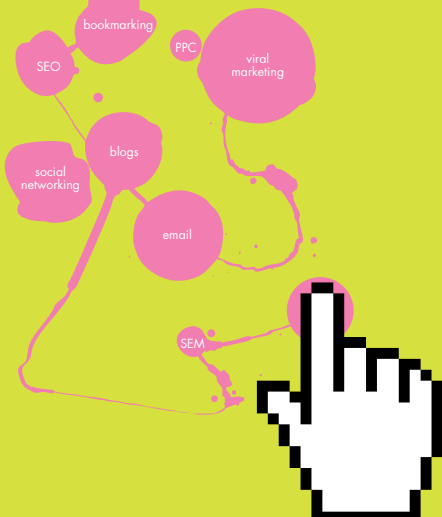


Swiss Internet Marketing Day Fribourg 21/01/2010

Internet Marketing in Practice: How to implement it in your company

INTRODUCTION



Internet Marketing is often presented as groundbreaking with the potential to revolutionize our day-to-day marketing. But what does this mean for our customers or us as marketers, sales specialists and entrepreneurs? Where are we today in terms of new Internet Marketing tools? What impact could Internet Marketing have on our sales performance and our future and current customers?

From 2007 Internet Marketing has been growing faster than other types of marketing – because exposure, response, and the overall efficiency of Internet Marketing are easier to track than traditional off-line media.

Internet Marketing is relatively inexpensive when compared to the ratio of cost against the reach of the target audience. Companies can access a wide audience for a small fraction of traditional advertising budgets. The nature of the medium allows consumers to research and purchase products and services at their own convenience.

Therefore, businesses have the advantage of appealing to consumers in a medium that can bring rapid results!

The objective of the **Swiss Internet Marketing Day** in Fribourg is to show to the participants specific examples from practical experiences of what impact Internet Marketing has already had and its potential in different aspects of our marketing approaches.

PROGRAMME

13:00 – 13:15	Reception Coffee		
13:15 – 13:30	Welcoming Speech	Speaker Dr. Lucien Wuillemin, Director School of Business Management Fribourg	Language E
13:30 – 13:40	Introductory Speech	Speaker Dr. Rico Baldegger, Academic Director MA in Entrepreneurship	Language E
13:40 – 13:45	Kick-off Swiss Internet Marketing Day	Speaker Etienne J. Rumo, Director Swiss Internet Marketing Day	Language E
13:45 – 14:30	Google Workshop Go Digital	Speaker Martin Broderick, Head of Google B2B Marketing AT & CH, Head of Google/YouTube Key Account Marketing AT, CH & DE	Language E
14:30 – 14:45	Questions & Answers	Moderator Etienne J. Rumo	Language E/D/F
14:45 – 15:30	Case Study Workshop attractionsguide.ch – a sample application of online marketing for small & medium sized enterprises (SME/KMU/PME)	Speaker Reto Schneider & Dan Rauch, Medialeg GmbH	Language E
15:30 – 15:40	Questions & Answers	Moderator Etienne J. Rumo	Language E/D/F
15:40 – 16:00	Tea Time & Coffee Break		
16:00 – 16:40	Case Study Workshop New Media Marketing – new trends to increase marketing performance for all companies	Speakers Jonas Lutz, Head of E-Channel Development, SBB CFF FFS Patrick Comboeuf, Head of E-Business, SBB CFF FFS	Language E
16:40 – 16:50	Questions & Answers	Moderator Etienne J. Rumo	Language E/D/F
16:50 – 17:30	Round-table Discussion Internet Marketing	Moderator Gregory Gerhardt (Amazee.com)	Language E/D/F
		Participants Martin Broderick (Google), Maya Reishagen (Mayoris AG), Reto Schneider (Medialeg GmbH), Jonas Lutz (SBB-CFF-FFS), Patrick Comboeuf (SBB-CFF-FFS), Prof. Dr. Silke Bambauer (Universität de Fribourg), Dominik Suter (HouseTrip AG)	
17:30	Apéro & Networking		

Location Auditory E. Gremaud
Ecole d'ingénieurs et d'architectes
de Fribourg
Boulevard de Pérolles 80
CH-1705 Fribourg

Organiser



Conference language English/German/French

Partners

Admission Free

Register at www.heg-fr.ch/MarketingDaySubscription



Registration deadline 14th January 2010

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