

Henley Alumni Germany



3rd European Alumni TOP Event

Customer effort: how to make it easy for customers to come back

Saturday 29 June 2013

The Charles Hotel, Munich



The Topic

'The variety of speakers with different backgrounds embedded into the overall topic made me want to return and attend future alumni events. Interesting people and the extraordinary location added up to a great experience. A big thank you to the organisers.'

Thorsten Bartsch
Henley Alumnus, 2012

'I really enjoyed the opportunity to meet and network with so many Henley Alumni from different European countries and also to listen to high calibre speakers from different industry backgrounds'

Christian Hanesch
Henley Alumnus, 2010

Ask any business decision maker how they strive to differentiate what they sell from their competitors, and the answer, in its most simple terms, is clear: offer wonderful products and excellent service.

However, the reality is, however, that it is becoming increasingly difficult to gain a sustainable competitive advantage just by performing well in the most obvious areas. Today's product innovations become tomorrow's commodity features. Excellent service can be stripped down, analysed and copied.

So it is in the area of customer experience and effortless engagement that the real fight for a competitive edge can be found.

Customer effort is therefore high up on the agendas of academic studies and market leaders alike. Increasingly companies understand that traditional selling isn't only 'not enough' – in many cases it is simply the wrong approach and mindset.

The central question is how customers can stay in touch and buy as effortlessly as possible. Henley Business School and the Henley Centre for Customer Management are at the leading edge of this new research and industry trend.

We will discuss the subject from three angles:

- 1 **The Voice of the School**
- 2 **The Voice of the Alumni**
- 3 **The Voice of the C-suite**

The Speakers

The Voice of the School: **Professor Moira Clark**



Professor of Strategic Marketing; Head of Marketing and Reputation, Director of the Henley Centre for Customer Management

Moira Clark is Professor of Strategic Marketing at Henley Business School, Head of Marketing and Reputation as well as Director of the Henley Centre for Customer Management. Moira is a leading expert in the area of strategic customer management. Her main areas of research and consulting are in customer management, social networking, client retention and internal marketing. She has worked extensively in the area of culture and climate, its impact on retention and loyalty, and the critical linkages between employee behaviour and customer retention. She has researched and published widely on the subject of customer management, relationship marketing, customer experience and service excellence, and is a frequent keynote speaker at many public and in-company seminars and conferences around the world.

The Voice of the Alumni: **Heiko Ulmer**



**Senior Investment Sales Manager, Bellevue Asset Management AG
Henley Alumnus, 2009**

Heiko Ulmer got his diploma in banking at Frankfurt Business School and received his Henley MBA in 2009. After an apprenticeship in banking, he has now accumulated more than 16 years of experience within the asset management industry, and has been based in Frankfurt, Luxembourg and London at JPMorgan and UBS. Today, Heiko serves as senior sales manager, Germany at Bellevue Asset Management, an independent asset management boutique in Zurich, Switzerland.

The Voice of the C-suite: **Christoph Vilanek**

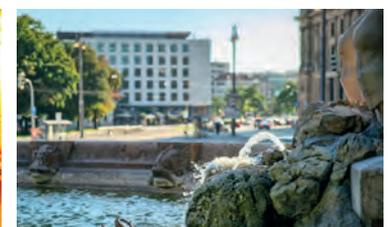


CEO freenet AG

Christoph Vilanek is CEO of German independent telecommunications and internet service provider, freenet AG. After studying business administration at the Leopold-Franzen University in Innsbruck (Austria), Christoph Vilanek began his professional career with the publishing house Time-Life International. Before becoming managing director of the online fashion business boo.com, he worked in various positions within the mail-order business. In 2001, Christoph switched to the management consultancy McKinsey, where his focus was on the field of telecommunications in Germany and Eastern Europe. In 2004, he became joint managing director of iPublish, a subsidiary of the Ganske publishing group in Hamburg. Before his appointment as CEO of freenet AG, Vilanek held various positions from 2005 until 2009 within the area of customer communication, customer development, customer service and customer retention at debitel AG, an independent mobile network operator based in Stuttgart.

Five reasons you should attend:

- 1 Learn about the latest **research results** from the Henley Centre of Customer Management.
- 2 Learn **best practice from the leaders** on how to improve your customers' experience.
- 3 Meet your peers and find **new contacts from all over Europe**.
- 4 Speak to the **Director of Alumni Relations at Henley Business School and the Director of the Henley Centre for Customer Management**.
- 5 **Have fun!** And bring a partner too. Take the opportunity to get involved in our engaging community in a jam-packed weekend, which includes music, dancing, the chance to win an iPad Mini and a bicycle tour in one of Germany's most beautiful cities.



The unique Munich City Bicycle Tour (2 hours) ending with an outdoor lunch at one of Munich's attractions: a typical Munich *Biergarten*

Event Programme

Time	Topic	Speaker
Saturday 29 June 2013		
11:30 – 12:30	Meet and greet (<i>Lounge</i>) coffee, soft drinks, finger food	
12:30 – 13:00	Introduction & welcome: our way to a world-class network – successes and challenges	Armin L. Rau Chairman of Henley Alumni in Germany
13:00 – 15:30	Presentation slot I	
13:00 – 14:00	No need to come back – stay! Customer loyalty and retention management in a competitive market environment	The Voice of the C-suite: Christoph Vilanek CEO freenet AG
14:00 – 14:30	Networking break	
14:30 – 15:30	Effortless engagement: are we working our customers too hard?	The Voice of the School: Maira Clark Professor of Strategic Marketing, Henley Business School, Director of the Henley Centre for Customer Management
15:30 – 16:00	Networking break	
16:00 – 17:00	Guided tour: architecture and arts collection of the Charles Hotel, walk to Lenbach Haus and short visit	Director, The Charles Hotel
17:00 – 19:00	Presentation slot II	
17:00 – 18:00	Trust in the financial services industry: how to make customers come back	The Voice of the Alumni: Heiko Ulmer Henley MBA 2009, Senior Investment Sales Manager
18:00 – 18:30	News from Henley Business School Germany and Henley Business School UK	Felix Müller MD Henley Business School Germany Nicole Gillham Director of Alumni Relations & Development
18:30 – 19:00	Final conclusions and announcement of the winners of the raffle	Armin L. Rau / Klaus Hofmeier
19:00 – 22:00	Let's have some fun	
19:00 – 20:00	Exclusive 5-star networking buffet dinner with surprise guest	
20:00 – 22:00	Party & dancing	

Sunday 30 June 2013 – Cultural activities

Stay the following day and enjoy one of Germany's most beautiful cities.

(for just €29 extra; activity sponsored by Henley Alumni in Germany)

10:00 – 12:00	Munich City Bicycle Tour with sightseeing	Alter Botanischer Garten, Elisenstr./Ecke Luisenstr.
10:00 – 15:00	Traditional Bavarian lunch at a Munich <i>Biergarten</i>	Hofbräu Biergarten, Innere Wienerstr. 19, 81667 Munich

Time and location



The Charles Hotel, Munich

Sophienstr. 28, 80333 Munich

www.thecharleshotel.com

Saturday 29 June 2013 11:30 – 22:00

Sunday 30 June 2013 11:00 – 14:00 (*optional programme*)

The impressive latest 5-star hotel in Munich, conceived and realised by one of Europe's greatest entrepreneurs and hotel tycoons, Sir Rocco Forte.

Perfectly situated in the centre of Munich, the Charles Hotel of Rocco Forte Hotels is one of the finest hotels in this historic and cosmopolitan Bavarian city. The design was overseen by Olga Polizzi, Rocco Forte Hotels' director of design.

With its own personality, the Charles Hotel reflects its location with the use of original paintings by Munich's celebrated 19th-century artist Franz von Lenbach in the public areas, as well as the Monforte Suite. This luxury Munich hotel is custom built and has all the hallmarks of a Rocco Forte Hotel: individual design, timeless elegance and comfort, excellent levels of service, up-to-date corporate facilities and a top-quality health club.

Accommodation Options

We have arranged well located hotel options with optimum value for money for you. There is a limited contingent at each of the hotels, available until 31 May 2013. Mention Henley Alumni Association when booking to receive the special price offerings.

Stay at:

Budget Hotel Cocoon*** Lindwurmstr. 35 80337 Munich +49 89 59993 907	per night per room (plus €9 for breakfast)	€97
Higher Hotel Anna**** Schützenstr. 1 80335 Munich +49 89 599940	per night per room (including breakfast)	€230
Luxury The Charles***** Sophienstr. 28 80333 Munich +49 89 544555-0	per night per room (including breakfast)	€360

Fee Structure*

	Early bird (register by 14 April 2013) €	Regular fee €
Member of European Alumni Organisation	69	89
Member with partner	138	178
Non-member	109	149
Non-member with partner	218	298

*Does not include travel, accommodation or optional event cost and expenses.

Sponsorship

The more sponsors we have in our network, the better our events and the benefit to you will be! Please get in touch with us to secure your sponsoring engagement. The following options are available:

Option 1: Logo and company name on all email announcements **€500**
Banner or poster in the event room or lobby
Includes three attendees free of charge (sponsor + partner + 1)

Option 2: Logo and company name on all announcements **€200**
Includes one attendee free of charge (sponsor)

Option 3: Donation in kind of at least **€50**

Subscription for sponsorship is possible until 31 May 2013.

Contacts:

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Registration Form

Delegate 1

Title
First name
Surname
Position
Company/Organisation
Address _____ _____
Telephone
Email

This delegate will be attending

- Day 1 only Both days of the event
 Munich cycling **OR** Bavarian lunch at Biergarten

How did you hear about the event?

Signature: _____

Date: _____

Delegate 2

Title
First name
Surname
Position
Company/Organisation
Address _____ _____
Telephone
Email

Complete the form and return by fax: +49 89 74945704

Alternatively, you can send scanned registrations by email to info@ha-g.de

Please note:

It is mandatory to pay by bank transfer by 15 June 2013.
Account holder: Henley Alumni in Germany e.V.

Early Bird conditions are **only valid for payments received by 14 April 2013.**

Please fill in the bank transfer form as follows:

Subject: 29/06/2013, <First Name1> <Surname1>
(if applicable) <First Name2> <Surname2>, etc.

National Account: 401 398 75, Bank Code: 701 500 00,
Name of Bank: Stadtparkasse München
IBAN: DE14 7015 0000 0040 1398 75
SWIFT-BIC: SSKMDEMM

Hotel contingents will be blocked until 31 May 2013; please arrange your own bookings.

 For more information, please contact:

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www.henley.ac.uk/alumni

www.ha-g.de

Liability Regulation

Every attendee participates on his/her own risk. Neither the Charles Hotel as the host nor Henley Alumni in Germany e.V. shall take any liability, except regulations covered by law.