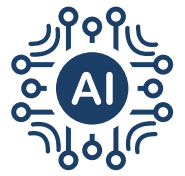


14th Richmond Marketing Forum

AlpenGold Hotel Davos

24 - 25 June 2026

Participants have shaped the programme by selecting the most relevant topics, which will guide discussions, keynotes, and sessions throughout the forum.



AI, Machine Learning



Brand Management



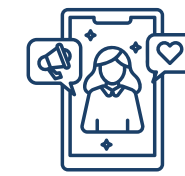
Consumer Behaviour



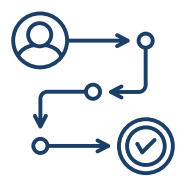
Future Trends in Branding



Marketing Automation



Influencer Marketing



Customer Journey



Digital - Social Media



Communication, PR

KEYNOTES

Topic: Emotional Brand Building

James Peach, Award-Winning Keynote Speaker, Global Marketing Leader, former Vinted, Uber, Innocent Drinks Marketing Leader



INDUSTRY SESSIONS

Topic: Marketing Automation, AI-Supported Automation

Prof. Dr. Andreas Fuchs, Professor für Marketing & Digital Business, Technische Hochschule Würzburg-Schweinfurt



Topic: Future Trends in Branding

German Ramirez, CMO Bitcoin Suisse AG



DISCUSSION GROUPS

Achieving More With Less Budget

Adrian Meyer, CMO Swiss Casinos Holding AG



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SUPPLIER PRESENTATION

The top three of the voting will be announced shortly before the forum.

ACTIVITY

Wine cellar tour with tasting

Sommelier of the AlpenGold



OUT OF THE BOX

Always a great way to think in a different matter – get new experience and use this way as an advantage in your business environment.

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Last updated: 18 November 2025

