



10th Richmond Marketing Forum

Grand Resort Bad Ragaz
28 – 29 June 2022



richmondevents

LONDON | NEW YORK | MILAN | BASEL



“The Richmond Marketing Forum gives an excellent networking platform for C-Level delegates and suppliers in a very unique and high-paced setting. 5-stars event!”

Mike Fuhrmann, Generali Schweiz

10th Richmond Marketing Forum

WHY should you attend the Richmond Marketing Forum?

Marketing is at the forefront of a rapidly-changing business environment. The Richmond Marketing Forum is a new style of event, designed for marketing professionals and supplier companies from the marketing industry. Pre-scheduled one-to-one business meetings and an outstanding conference programme allow you to:

- Discover new trends and ideas.
- Learn from experts and peers.
- Debate, evaluate and share key issues.
- Build strong, long lasting relationships.

WHEN? 28–29 June 2022

The event starts on Tuesday and finishes on Wednesday afternoon. Accommodation for Tuesdaynight is complementary.

WHO will be attending?

Delegates

Senior decision-makers from leading industries and major companies.

Suppliers

Companies offering a broad range of marketing services and products based on the requirements of the attending delegates.

Speakers

International experts in the fields of economics, marketing, strategy and training.

WHERE? Grand Resort Bad Ragaz

Discover a sleek, sophisticated 5-star-venue nestled in an extraordinary environment. This resort offers a unique service and perfect atmosphere for intensive networking sessions.

HOW will you spend your time at the forum?

You will create a personalised itinerary, tailor-made to suit your needs and purposes. It will consist of:

Business & Mealtime Meetings

Delegates and suppliers will meet over pre-scheduled one-to-one meetings, each lasting 30 minutes, and at breakfast, lunch and dinner.

Cutting-Edge Conference Programme

Enhance your knowledge through our focused conference programme delivered by experts and innovative speakers on topics chosen by delegates.

Peer Networking

The opportunity to meet your industry peers outside business hours in a relaxing environment.

Additional Options

- Enjoy a relaxing treatment in the exclusive Wellbeing SPA.
- Book your individual fitness and health-check.
- Stay longer with our special rate.
- Book your individual golf flight.





“A fantastic experience and unique opportunity to network with peers, connect with suppliers, learn and share ideas.”

Laure Golly, Lee Hecht Harrison



“Best organised forum, high quality and very efficient to get to know potential business partners.”

Manuel Specker, Partner & Partner AG

The Delegate Experience

You should be at the Richmond Marketing Forum if you are a senior marketing professional responsible for your company’s marketing strategy.

We offer a time and cost-effective platform to:

- Learn about the latest marketing issues and trends.
- Evaluate and source effective solutions and services.
- Expand your network with other like-minded senior marketing peers.

Attendance for delegates is free of charge and strictly by personal invitation only.

Over 1.5 days at the prestigious Grand Resort Bad Ragaz the Richmond Marketing Forum offers senior decision-makers a personalised schedule where you can:

- Enhance your knowledge through our keynotes and first-class conference programme.
- Build strong relationships with providers of your choice in one-to-one meetings.
- Network with up to 120 senior representatives from leading, innovative industries and major companies.

The Supplier Experience

One of the most important factors for many delegates who decide to attend is the opportunity to source and benchmark potential service providers.

Suppliers are senior executives from marketing service and product providers who participate at the Richmond Marketing Forum.

Suppliers offering a broad range of marketing services and products attend based on the needs specified by our attending delegates.

Their know-how and offerings are based on innovative and latest developments and experiences across industries.

If your business development strategy is meeting with senior decision-makers, the Richmond Marketing Forum offers you unrivalled new-business opportunities with the top end of the marketing industry:

- Access to max. 120 delegates, all key marketers from leading companies.
- Pre-scheduled one-to-one business meetings with the delegates that have asked to meet you.
- Small group meetings over mealtimes.
- Detailed profile information on each attending delegate.
- Networking and relationships within industry.





Conference Highlights – Outlook

The conference programme is developed during the course of the year, with the input of selected delegates and marketers to provide a programme that is relevant to the audience.

Opening Keynote Address

The forum will start with an opening keynote address given by a trend researcher or futurist – a stimulating start to the 1.5 day forum of networking, conferences and meetings with an individual agenda for all attendees.

Keynote Addresses

Will be developed with attending delegates during the year and will leave you motivated and inspired with new ideas to bring to your daily business.

An international known and experienced marketing expert will lead into the second day by monitoring and shaping different scenarios and challenges in marketing today, dos and don'ts as well as opening the perspective for new opportunities. The speed of changing relationships, the fast and uncomplicated development of new tools and possibilities forced by increasing offerings, demands and media will drive this speech.

Both keynote addresses will be presented to all participants to force out-of-the-box thinking, to be inspiring to everyone and frame the outstanding efficiency of the format and setup of the forum.

Conference

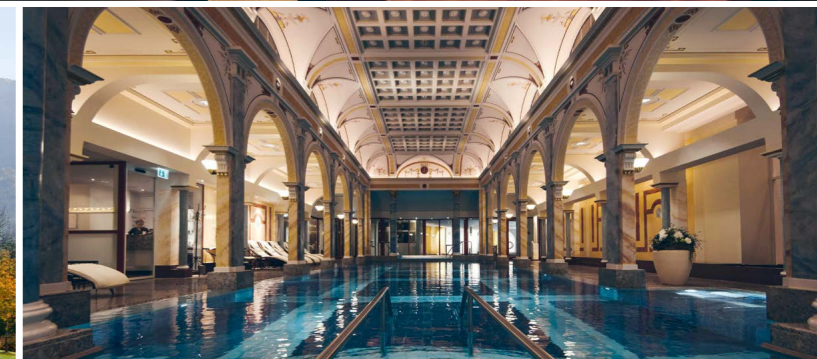
During the day inspirational presentations will be held and give you access to new ideas, trends, innovations and solutions to help take you and your company forward. The conference programme will consist of workshops, think-tanks and personal development sessions based on feedback from our attending delegates.

Round Table Discussions

Several round table discussions will be held with small numbers of senior professionals based on key themes and moderated by industry experts. All group sessions are led by senior marketing experts and peers to give a high-level view of the industry, offering ideas and insights to help develop marketing strategies and goals.

Supplier Presentations

All suppliers have the chance to submit a supplier presentation. Delegates will evaluate and choose those presentations of most interest and relevance to them. The highest-rated presentations will be included in the conference programme and will be detailed in the delegate itineraries.



“It’s an exclusive event which gives you the opportunity to speak to C-Level people which you could not get in touch normally.”

*Bastian Sarott,
Teads Schweiz GmbH*

“The business highlight of the year which combines networking, learning and exchanging ideas.”

*Simon Infanger,
Luzerner Kantonsspital*

The Richmond Marketing Forum will host over 200 senior professionals, leading experts and peer-group partners spending their time in a relaxed environment while developing their personal network.

We look forward to welcoming you at the Grand Resort Bad Ragaz in 2022.



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Following the success of our event format we anticipate a maximum of 50 suppliers and 120 delegate companies. We would encourage all companies interested in attending to contact us at their earliest convenience.

www.richmondmarketingforum.com

The Richmond Marketing Forum is organised by

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Richmond IT Forum

Richmond Financial Industry Forum

Richmond Finance Directors' Forum

Richmond Finance Summit

Richmond PIMS Forum

Richmond Healthcare Forum

Richmond International Marketing Forums:

The Richmond Digital Marketing Forum
The Grove, Hertfordshire

Richmond Marketing Forum
Grand Hotel, Rimini

The Richmond Market Insight Forum
Savoy Place, London

Richmond Digital Communication Forum
Grand Hotel, Rimini

The Richmond Marketing Forum
Harvard Club, New York

The Richmond Market Insight Forum
Harvard Club, New York

The Richmond Marketing Forum
The Grove, Hertfordshire

The Communication Directors' Forum
The Grove, Hertfordshire