Deutscher Werbekongress

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Client

Europa-Fachpresse-Verlag GmbH

Location
Arabella Sheraton Grand Hotel

Participants
Branch of communication, advertising director, marketing director, media, press

Type of event
Deutscher Werbekongress

Cause

Description
Most important event for marketing, advertising and press!

To create a broad platform for desicion makers of the communication branch, the Europa-Fachpresse-Verlag GmbH created the Deutscher Werbekongress (German advertising congress). It's a forum that is meant to inspire and to inform its participants and to give them the chance to exchange ideas on topic marketing, media and press subjects.

Bernhard von Minckwitz, managing director Sueddeutscher Verlag and managing director SVHFI, opened on Thursday the 7th of march the first German Publicity congress. About 100 guests took part. Adressing the audience of advertising marketing companies, the German minister of economy and technology , Dr. Werner Müller, pointed out in his opening speech that “Even if there are some retrogressive growth rates, advertising must be reinforced!”. Moreover his thesis “The absolute necessity to advertise all legal products legally!” got him a lot of applause. He ended his speech with an appeal to the advertisers: “Continue with making good and refreshing andvertisement to the delight of the consumers.”

The other speaker, Mr Grey boss Bernd M. Michael, also received much applause, when he touched upon the effect of humour in various European coutries, as well as Prof. Dr. Burda, who spoke about the changes in the advertising industry.

The audience highly appreciated the speakers and welcomed the final speech by Mr. Reinhard springer, the fouder of the Springer & Jacoby, with standing ovation.

The congress was supported by Deutsche Post World Net, TVB Deutschland, OWM, Jaguar, WestNet Tv Multimedia AG and Oldenbourg Verlag.

{tab=Fotos und Video}

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