

MARKETING & RETAILING STRATEGIES IN THE DIGITAL AGE

(Focus Premium Brands)

EXPERT



DR. MICHAELA MERK

Dr. Michaela Merk is a Brand and Retail-Management expert with profound international experience in the luxury-, cosmetics and fashion sector. She has worked for international Groups such as L'Oréal Luxury Divisions, Marionnaud /AS Watson, Estée Lauder Companies etc. in operational and international Marketing functions up to senior management level (Marketing Director / General Manager). She acquired her work experiences in France, Germany and Asia.

Today, she is the founder and CEO of Merk Vision & Partners, an international consultancy and training company in strategic marketing & management for luxury, cosmetics- and fashion brands. One particular expertise is the set up and project management of e-commerce sites for premium and luxury brands. The company's clients are highly renowned companies such as Lacoste, L'Oréal, Hermès, the Group DBApparel and many more.

Thanks to her top level work and academic experience, Michaela Merk successfully transfers her secrets of efficient offline and online marketing, retailing and management in the world of premium and luxury brands to top executives, young professionals, MBA students in International top business schools such as

- *ESA, ESSEC Business School, IFM (Institut Francais de la Mode), Paris Dauphine, Sorbonne in Paris,*
- *Universities in Beijing and Shanghai,*
- *Munich Business School. Germany*
- *Monaco Business School of Luxury*

She is guest speaker in numerous international conferences with focus on luxury and international marketing/ retailing issues. Speakers Excellence, the biggest European speakers agency, counts her among the top 100 Trainers and awarded her with the Trainers Excellence Award 2012.

Dr. Michaela Merk has accomplished her Ph.D on sales force – brand relationships in the field of marketing/ retailing at the Doctoral School of Paris (Sorbonne & HEC).

AUDIENCE

Are you planning to sell your brand and products online?

Do you want to know how digital tools can enhance the value of your brand?

Do you want to know how online and offline retail channels can be combined to enhance overall brand sales?

This seminar fits your profile if you can answer one of these questions with yes.

DURATION

2 days (9 AM – 5 PM)

DATE

11th-12th of November 2013

LANGUAGE

English

OBJECTIVES

This seminar allows the participants to fully dive into the digital world with a strong focus on digital best-practices for premium brands.

The objective is to provide a real insight into the global e-business and social media world, its tools and strategies. The seminar should allow you understand the potential digital tools can bring along in order to enhance your brand value and service level.

Concrete case studies of successful e-commerce and multi-channel projects will allow the participant to get familiar with the development of e-commerce platforms and the way to manage them in order to build real cross-channel advantages for your brand or retail environment.

FOCUS

Premium brands

PROGRAM

DAY 1: DIGITAL STRATEGIES TO ENHANCE YOUR BRAND VALUE

This day will introduce into the digital world, its tools, challenges, opportunities in order to help brands increase their overall awareness and popularity

- The global e-luxury market: facts and figures
- New opportunities for luxury brands when selling online
- 10 golden rules to strengthen your brand value and service level through digital tools
- Social media and e-reputation strategies

DAY 2: DIGITAL STRATEGIES TO SUCCESSFULLY SELL YOUR BRAND ONLINE

Today we focus on the commercial aspect of the digital world. You will learn about ...

- Steps and challenges for setting up an e-commerce project: from Web design to Data-management
- How to successfully launch your e-business
- Customer behaviors online
- The secrets of efficient multi-channel retailing: the link between the online and offline world