



Impact of AI on Marketing and Sales

- **Date:** September 27, 2023
- **Time:** 18h30-22h00
- **Location:** [Terrace Restaurant](#), Martinhal Oriente, Praça Príncipe Perfeito, 1990-221 Lisbon

Program:

- **18h30:** Opening with Aperitif
- **19h00:** Presentations on the impact of AI on Marketing and Sales, Speakers and Panelists
 - **Sven Reinecke**, Professor HSG University St. Gallen, Switzerland
 - **Sergio Alves Ferreira**, Partner, EY Consulting, Business Design & Transformation, Lisbon
 - **René Bohnsack**, Professor Católica University, Lisbon
 - **João Cardoso**, Chief Products & Technology, GroupM, Lisbon
- **19h45:** Panel Discussion with Q&A (audience)
- **20h15:** Buffet Dinner
- **22h:** Closing



Sven Reinecke

Cost: € 35/Person

RSVP Deadline: September 22, 2023

The presentations will be held in English. Please confirm your attendance by registering [here](#)> register as a "guest".

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