

Advertising Age and HORIZONT organize a summit for international marketers in Frankfurt. Eastern Europe is the focus of the “Global Marketer Summit 2006”.

On September 1st, 2006, Frankfurt will be the meeting place for international marketing leaders. HORIZONT, a Frankfurt-based industry magazine, is working in cooperation with the American industry magazine “Advertising Age“ from New York and in exclusive partnership with the “Financial Times” to organize the “Global Marketer Summit”. The focus of this first-ever international congress is strategies for success in international markets. This first edition is dedicated to Eastern Europe as a growth market. At the end of the one-day event, the organizers along with the consultancy Booz Allen Hamilton will honor the “CMO of the Year.”

Whoever is in a position of responsibility in advertising, marketing and media and works with Eastern Europe, will have an ideal opportunity to exchange ideas and information with companies setting the standards internationally in the Community Platform. Key players in the international advertising industry from big-name agencies and networks and other media industry experts will gather together on September 1st, 2006 to share their experience and participate in discussions.

Topics such as customer loyalty, the power of brand names, intercultural marketing event marketing as well as legal issues will be handled with a particular focus on markets between the Baltic and the Black Sea. Presentations, workshops and panel discussions will bring together marketers and advertisers who have gathered experience in one of the hottest markets in the world. “The “Global Marketer Summit” is THE forum for marketing in Eastern Europe,” concluded HORIZONT editor-in-chief Volker Schütz.

The logo for the Global Marketer Summit 2006. It features the words "GLOBAL", "MARKETER", and "SUMMIT" stacked vertically in a bold, blue, sans-serif font. The year "2006" is positioned to the right of "SUMMIT". The entire logo is tilted slightly to the right.The logo for HORIZONT. The word "HORIZONT" is written in a blue, sans-serif font. Below it, in a smaller font, is the tagline "Zeitung für Marketing, Werbung und Medien".The logo for AdvertisingAge. The word "AdvertisingAge" is written in a blue, serif font. A small "www.age.com" is visible to the right of the word "Age".

The day will be concluded with the conferring of the “CMO of the Year” award. The prize is being given out by HORIZONT in cooperation with “Advertising Age” and Booz Allen Hamilton as part of a gala dinner.

The “Global Marketer Summit 2006“ will take place on Friday, September 1, 2006 at the Marriott Hotel, Frankfurt.

For more information, visit www.gms2006.com.



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