



EMBRACE UNCERTAINTY

“Find positives in unsettling times on the BAM Marketing Congress!”

Brussels, 27 September 2022.

We are living in uncertain times. As a marketer, you can either wait for things to improve or grab this crisis by the horns and focus on the opportunities that changing times present. "Embrace Uncertainty" is the main theme of this 41st edition of the BAM Marketing Congress, which will take place on 8 and 9 December 2022 in Brussels.

Find positives in unsettling times

50 speakers will take the floor on four different stages during this 2-day marketing event. The "Embrace Uncertainty" theme will be developed around BAM's 4 marketing pillars: Meaningful Marketing, Sustainability, Inclusion & Diversity and Privacy & Ethics. Through these pillars, we want to encourage today's marketers and be their bright spot in these uncertain times.

First keynotes.

The programme of this 41st edition is still under construction, but we can already announce our first 4 not-to-be-missed keynotes:

- **Joe Pulizzi** is the godfather of content marketing. He will show us his best content strategies to achieve your marketing goals.
- Marketing rockstar and innovation strategist **Claus Raasted** takes us through fire megatrends in marketing and explains why he thinks that now is the best time ever to be a marketer.
- **Sara Riis-Carstensen** is the former Global Brand Director of Lego. She will give us meaningful building blocks to guide our brands through this crisis.
- **Silvia Garcia**, better known as the Happiness Director of Coca Cola will broaden on our marketing well-being or how happiness can help you or your organisation to become more successful.

Check the annexes for more information on the speakers.

Inspiration, trends, and concrete advice

Give yourself an update on the latest marketing trends, learn from experienced speakers who have already weathered a crisis, listen to opinion leaders' advice on meaningful marketing and take part in targeted master classes that will give you all the inspiration you need to weather this storm. No fewer than 50 marketing wizards spread across a main stage, a thematic stage and 2 master classes will make this another unforgettable edition.

Press release for direct communication

The remaining keynotes will be announced in the coming weeks, but participants of the upcoming BAM Marketing Congress can certainly count on a solid line-up. More information on the programme and the additional keynotes will gradually be available on marketingcongress.be/programme.

What else can you expect?

Besides 2 days of inspiration, trends and advice, participants can count on 1.500 fellow marketers to network, exchange ideas, establish partnerships and share experiences. In the convivial setting of our now-famous Marketing Village, you can meet our numerous partners, who will showcase their tools, expertise, and novelties. Because the enthusiasm of the sector is already there!

Information and tickets at marketingcongress.be

The next edition of the BAM Marketing Congress will take place on 8 and 9 December at BRUSSELS GATE in Groot-Bijgaarden. The Congress is for everyone working in marketing, sales, or communication.

For more information & tickets, take a look at the brand-new website of the BAM Marketing Congress. You can opt for a 2-day full experience ticket or attend the Congress for one day only. There are also company packs with tickets at preferential rates. Food and drinks, a goodie bag full of great products and access to the online learning platform after the Congress are also included in the price. [Ticket info](#).

Follow us!

Make sure you are part of our BAM Marketing Congress Community! Subscribe to our newsletter and follow us on social media to keep up with the latest news and be the first to be informed about the keynotes and programme.

[LinkedIn](#) – [Facebook](#) – [Twitter](#) – [Instagram](#) – [Website/newsletter](#)

Use #marketingcongress, #embrace_uncertainty, #we_are_bam, #meaningfulmarketing, #ofcoresevents

The BAM Marketing Congress is an initiative of The Belgian Association of Marketing (BAM) and OFCORES. More information about the organisers in annex.

This press release is available at www.marketingcongress.be/download. On this page you can also download the BAM Marketing Congress logo, key visual and additional promotional material.

For more information on the content of this press release, contact
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Annex keynotes



Joe Pulizzi

Meet the godfather of content marketing. He will show us how to turn uncertainty into an opportunity. Discover with Joe the best content strategies that will extend the life of your programs, your jobs, and your relationship with your customers and audience. Acquiring content brands, driving direct revenue and rent-to-own strategies will all be discussed in detail.

Discover more about him on marketingcongress.be/speakers/joe-pulizzi.



Sara Riis-Carstensen

Sara is known for leading transformations for world-renowned brands. She is the former Global Brand Director of Lego. She will give us meaningful building blocks to get brands through this crisis. From marketing and branding to content creation and digital engagement. Be prepared for a constructive speaking session!

Discover more about her on marketingcongress.be/speakers/sara-riis-carstensen



Claus Raasted

We live in uncertain times, and while that is terrifying, it's also amazing, because it levels the playing field. If everyone is trying to reinvent themselves and has no idea what they're doing, then being someone who can offer perspective, vision and purpose makes you a valuable partner. In this keynote, Claus Raasted takes us through fire megatrends in marketing and explains why he thinks that now is the best time ever to be a marketer.

Discover more about him on marketingcongress.be/speakers/claus-raasted



Silvia Garcia

Have you ever wondered who was responsible for Coca-Cola's association with happiness? Or why during the past 15 years, Coca-Cola employees' consistently over delivered in creativity and performance? Silvia Garcia will broaden on our marketing well-being or how happiness can help you or your organization to become more profitable, happier, and successful in these uncertain times.

Discover more about her on marketingcongress.be/speakers/silvia-garcia

Annex organisers

The BAM Marketing Congress is an initiative of BAM - The Belgian Association of Marketing. OFCORES and BAM have engaged in a long-term collaboration for the organisation of this Congress, combining the best event management expertise with the top marketing inspiration gurus to deliver an outstanding Congress experience!



About BAM

The Belgian Association of Marketing (BAM) is the leading community of marketing and media specialists in Belgium. BAM's mission is to create value and build lasting relationships. The association wants to pass on the belief in meaningful marketing to everyone who crosses its path. In doing so, BAM focuses on four areas: sustainability, inclusion and diversity, technology, and privacy & ethics. By organising meaningful events, such as the BAM Marketing Congress, they aim to give extra substance to this belief. Only in this way is BAM able to give meaning to marketing. Only in this way is BAM able to help professionals place marketing at the heart of their organization. To fulfill this mission, BAM is an open community and actively seeks partnerships. The BAM network is a place where professionals can find inspiration, knowledge and cross-pollination.

More information at www.marketing.be



About OFCORES

OFCORES is an international specialist in virtual, hybrid and in-person events. Besides the BAM Marketing Congress, OFCORES works for corporate and institutional clients across Europe. OFCORES belongs to a new generation of event companies, integrating efficient, valuable technologies and innovative trends into every project. They also offer all-in event management packages. OFCORES will make this year's BAM Marketing Congress another splashy edition.

More info at www.ofcores.events