BRANDING BAZAAR

BY BERGHS SCHOOL OF COMMUNICATION & MILTTON

1. RE THINK DIGITAL
   How the physical has an impact on what we do digitally

2. THE MARRIAGE OF MARKETING AND PR
   How the world’s best marketing communications is done and the future of planning

3. THE FALL OF BRANDS, THE RISE OF COMPANIES
   How to move from building brands to taking stands

4. CUSTOMER JOURNEY AND SERVICE DESIGN
   It is all about the customer
The Branding Bazaar is a unique possibility to share insight with our Nordic peers and to develop communication and marketing practices and knowledge in Finland. Without constantly updating our know-how and inventing new approaches, innovativeness remains conspicuous by its absence.

Together, Milton and Berghs will get you inspired about the latest marketing and communications topics and trends.

Our joint Branding Bazaar is an insightful and educational series of events aspiring to take the inventiveness of your communications and marketing practitioners to the next level. It consists of four whole-day sessions facilitated by Berghs’ top lecturers and Milton’s experts. We offer a unique combination of vision and concrete tools supported by solid business cases to implement the measures into your organization.

You will be walking away with countless ideas on how to turn your marketing and communications efforts into business benefits.

Welcome to the Bazaar.

**BAZAAR IN BRIEF**

17 APRIL 2015
RETHINK DIGITAL
How the physical has an impact on what we do digitally

5 JUNE 2015
THE MARRIAGE OF MARKETING AND PR
How the world’s best marketing communication is done and the future of planning

4 SEPTEMBER 2015
THE FALL OF BRANDS, THE RISE OF COMPANIES
How to move from building brands to taking stands

16 OCTOBER 2015
CUSTOMER JOURNEY AND SERVICE DESIGN
It is all about the customer

The events are whole-day sessions lasting from approximately 8.30AM until 4PM. The programme consists of five hours of intensive coaching, including interactions, exercises and speed dating regarding the day’s topic. The Content Director of the events is Joakim Thulin from Berghs School of Communication.

The total price for the event series (4 days) is EUR 950 (excl. VAT), including breakfast, lunch and afternoon coffee during each session.

Please register to participate in the event series by 10.03.2015 at Brandingbazaar@milton.fi.
1. RE THINK DIGITAL

HOW THE PHYSICAL HAS AN IMPACT ON WHAT WE DO DIGITALLY

When will we stop calling digital “digital” and assume it as the norm in marketing, communications and general business practices? What are the tactics of interactive communication, and how can digital solutions support companies’ overall communication?

We’ll be digging into engagement in digital relationships as well as investigating the roles and investments needed to successfully enter the digital era. We’ll also present the most important tools for setting goals and measuring the value of digital activities, emphasising the importance of profitable digital presence and sustainable digital business.

Speakers from Berghs School of Communication:
Michael Kazarnowicz  
Tobias Lundqvist  
Judith Wolst

Speakers from Miltton:
Sampo Axelsson  
Mikko Hakkarainen  
Stephen Lee

Michael Kazarnowicz  
Berghs School of Communication, Senior Digital Advisor at ConnyCom AB  
Skilled at most things digital with a focus on digital strategy and helping organizations adapt to the digital age through business transformation.

Tobias Lundqvist  
Berghs School of Communication, Digital Marketing Expert and Program Director  
Responsible for Berghs’ full-time Interactive Communication programme. Entrepreneurial, communicative and dedicated to gender equality.

Judith Wolst  
Berghs School of Communication, Digital Strategist and Co-founder at Four Sure Agency  
Working with Internet since 2005. Blogger and specialist in digital traffic growth, specialised in idea, strategy and concept development.

Sampo Axelsson  
Miltton Creative, Partner and Creative strategist  
With extensive digital & social experience from the agency side as well as from the event industry, Sampo is the go-to guy for emerging media strategies, content concepts and marketing technology.

Stephen Lee  
Miltton, Digital and Social Media Specialist  
Digital as native tongue: over 25 years of expertise in the development of digital communications strategy, corporate social media, websites, apps, tablet solutions, internet radio stations and KPI focused digital measurement.

Mikko Hakkarainen  
Miltton Creative, Partner and Creative Strategist  
Wants to be in the forefront of the constantly more mobile and social business world. Shamelessly enthusiastic about digital marketing, online consumer behavior and great design.
2. THE MARRIAGE OF MARKETING AND PR

HOW THE WORLD’S BEST MARKETING COMMUNICATIONS IS DONE AND THE FUTURE OF PLANNING

What happens in a world where boundaries dissolve and rules change? When consumers become producers; when traditional roles become obsolete and the importance of a brand becomes even more critical. We’ll introduce the latest trends for tackling future challenges in the field of marketing and PR. How do future trends influence daily operations in companies? Where can you find inspiration?

We’re also taking a sneak peek to the next decade: the marriage of marketing and PR. What can we expect and how can we prepare? The focus will be on the importance of strategies and planning to generate insight about future new competences.

Speakers from Berghs School of Communication:
Annika Rehn
Elisabeth von Sydow
Camilla Wallander

Speakers from Miltton:
Fredrik Heinonen
Olli Sirén

Annika Rehn
Berghs School of Communication, Head of Planning at Lowe Brindfors
Introduced the concept of planning to Sweden in the early 90s. Responsible for the overall agency development at Lowe Brindfors with clients such as Ericsson, Telenor, Trygg-Hansa and BMW.

Elisabeth von Sydow
Berghs School of Communication, Director, Hammer & Hanborg
Believes that communication strengthens and empowers business by creating new realities.

Camilla Wallander
Berghs School of Communication, CEO
Leads Berghs’ goal to secure its valued position, with high aspirations to become an international role model of success. Experience in marketing from SAS and Nordiska Kompaniet as Marketing Director.

Fredrik Heinonen
Miltton, Partner and Deputy MD
Broad experience in strategic insight and consultancy. A career that extends far and wide in the Nordics, and clients including many of the leading Finnish companies as well as global giants.

Olli Sirén
Miltton Creative, Partner and CEO
A passionate professional in marketing communications and concept design. His imprint can be seen in projects like Restaurant Day as well as in the marketing communications of Outotec and Hartwall.
What are the expectations towards modern brands, and how to use them as platforms that create more than just business value? Consumers and other stakeholders are putting more and more expectations on companies, meaning that organisations need to position themselves as part of the society.

We’ll be looking at current and future trends of mastering branding and strategies. In short, we’ll define and implement a common language of the what, the how and the why of branding.

**Speakers from Berghs School of Communication:**
- Camilla Bolin
- Åsa Myrdal Bratt
- Martin Lee

**Speakers from Miltton:**
- Erik Bäckman
- Timo Niemi

**Camilla Bolin**
Berghs School of Communication, Director Marketing and Communication at PPS AB
Long experience in international marketing and strategy. Always interested in WHY these are needed by companies to achieve business value and ROI.

**Åsa Myrdal Bratt**
Berghs School of Communication, Brand and Management Consultant
Many years of experience in branding, PR and advertising. Believes that implementation in product development, service, relations and the entire field of communications strengthens the brand.

**Martin Lee**
Berghs School of Communication, Strategist and Planner at Rock Turner
Taking on assignments covering everything from planning to communications strategy. Right now writing his first independent book on Customer Experience Design.

**Erik Bäckman**
Miltton, Partner and Strategy Director
Solid experience in strategic communications, media and journalism. Concentrates especially on communications strategy, concept development, branding, media and presentation training, crisis communication, content production and research analysis.

**Timo Niemi**
Miltton, Partner and Head of Planning
Constantly playing with the boundaries of marketing, PR and communications, this planner is a wizard in creating strong channel-independent concepts with earned media at their heart.
4. CUSTOMER JOURNEY AND SERVICE DESIGN

IT IS ALL ABOUT THE CUSTOMER

How can we control customer experience, when the customer doesn’t want to be “controlled”? The challenge is to constantly create value to customers bouncing in the middle ground of digital and physical. We will observe the role of dialogue and communication with and between customers in adding value to customer experience, as well as consider the means of communication in a multi-channel environment.

What is the strategic value of design thinking in service innovation? By planning and organising people, infrastructure, communication and material components of a service, companies can improve service quality as well as enhance customer experience. Our second main topic will uncover the customer insights before, during and after service delivery.

Speakers from Berghs School of Communication:
Robert Bau
Mattias Birath
Michael Hagman
David Lindström