

How to keep your own brand apace with the times? The International Brands Colloquium offered some answers.

Dortmund, September 16, 2013

When seven chairmen and CEOs lay their cards on the table and tell how they keep their brands up to date, then you must be at the International Brands Colloquium. On September 12-13, that happened for the tenth time. Erich Sixt, BoConcept-CEO Torben Paulin, Martin Hampe from Steiff, Dyson CEO Alexander C. Schmidt, Thomas Nau of American Express, Freenet CEO Christoph Vilanek, and Dr. August Markl of ADAC came to Seon Abbey for the anniversary. They presented deep insights into company management to an intimate circle of participants representing the branded-goods industry, trade, and services – from the wood-products business to fashion labels. In discussion groups and in personal conversations, the speakers addressed every question asked by participants. Nor did they balk at talking about bad decisions and the ensuing, occasionally protracted recovery.

"Branding is a matter for the boss, not a function of the marketing department. Still, it is the responsibility of the individual making branding decisions to win over the people carrying them out and to guide them on their way," summed up Prof. Guido Quelle who, along with his Mandat Consulting Group, hosted the 10th International Brands Colloquium.

The second annual International Brands Colloquium award went to dm founder Götz W. Werner

A brand is not an end in itself. It serves the success of an enterprise and the growth that follows. Marketing guru Heribert Meffert took this approach as he addressed the topic "CEO as Brand" in a live interview with Mandat consultant Linda Vollberg. Meffert is the first recipient of the award with which the International Brands Colloquium each year acknowledges outstanding achievement in brand promotion and management. Prof. Götz W. Werner, who established the drugstore chain dm 40 years ago in August, was honored this year.

A brand needs dialog: After the most recent colloquium comes the next colloquium

"The International Brands Colloquium, with its open exchange of ideas, is unique." Of that, organizer Prof. Quelle is convinced. And it's coming again: The 11th International Brands Colloquium will take place on September 18-19, 2014 at Seon Abbey in Chiemgau. The first registrations from participants – as well as confirmations from speakers – are already in.

Additional information

on the Web www.internationales-marken-kolloquium.de

on Twitter <https://twitter.com/MKolloquium>

on Facebook <http://de-de.facebook.com/pages/10-Internationales-Marken-Kolloquium-2013/388279751213173>

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Since 2004, the International Brands Colloquium has evolved into one of the foremost brands events for German-speaking Europeans. Since 2012, it has been under the

management of Dortmund-based Mandat Consulting Group and its CEO, "Growth Driver"
Prof. Guido Quelle.

Professor Dr. Guido Quelle is one of the rare people worldwide who focuses on creating profitable and sustainable growth as an entrepreneur, consultant, author and speaker for more than 20 years. His clients are active CEOs, general managers, senior executives, and entrepreneurs who are committed to consistent growth. Prof. Quelle is the author, co-author and editor of more than 300 professional articles, six partly European studies, two university course texts and 12 books. His new book, "Profitable Growth – Release Internal Growth Brakes and Bring Your Company to the Next Level," was internationally published in December 2012. As the first European member, Prof. Quelle was appointed to the "Million Dollar Consultant® Hall of Fame" and also the first European member of the Million Dollar Club, a network of some of the most successful consultants worldwide.

With his consulting firm founded in 1989, Mandat Consulting Group (Mandat GmbH) of Dortmund, Germany he successfully conducted more than 350 projects with 120+ renowned private and listed companies. More than 5,000 people were involved just in those projects that he himself managed. Mandat projects focus on developing effective growth strategies, creating breakthrough innovations, and streamlining the client's organization in order to position Mandat's clients as leaders in their industry.

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