

**BRAND
EX**

02 | Passion

„To inspire passion in others, you must be passionate yourself...“

Passion represents power and intense emotion – and is the central theme of the second International Festival of Brand Experience (BrandEx). Passion transforms trade show stands into fantasy landscapes, turns events into lasting memories and meetings into genuine encounters. But what drives this passion and how is it aroused? Where can you find it? And how do you keep it burning?

Are you fighting passionately for a cause? Are you burning with enthusiasm for a particular issue? Have you sequenced the DNA of passion and want to present the results with examples of success or failure at BrandEx 2020? Then please use the form on the next page to contact our Programme and Content Group and to present your formula for passion. Inspire passion in the BrandEx visitors with your presentation!

The **team of BrandEx curators** looks forward to hearing more about your ideas. Please apply by 15 August 2019 and send your proposal to kuratorium@brand-ex.org.

The second BrandEx – like the premiere – stands for sustainability and equality. Thus, we encourage numerous applications from female speakers.

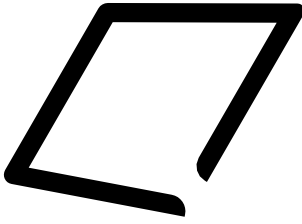
We are looking forward to **14 January 2020** and the second International Festival of Brand Experience under the motto '02 | PASSION'!

**International Festival
of Brand Experience**

02

**CALL FOR PAPERS
BRANDEX**

Passion



BRAND EX

Name	
Position	
Company / Organisation	
Telephone	
E-mail	
Main topic	
Type of contribution Workshop / Presentation / Short talk / Panel discussion / ...	
Longer teaser text about your contribution indicating key findings/ learning outcomes*	
Your profil* (incl. CV, a printable portrait photo with permission to use this photo)	

* Feel free to attach a separate document if there is not enough space. However, please do not write more than fits on one A4 page.

**International Festival of
Brand Experience**

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