

**BRAND  
EX**

## 03 | Die Kraft

Done right, no other form of communication creates such memorable and powerful experiences as live communication.

The third International Festival of Brand Experience on 19 January 2021 is all about power. The brand experience industry is growing steadily and demonstrating immense innovative power. Experiential marketing has long been one of the crucial drivers of successful communication, whereby the live experience is increasingly recognised in its function as a social media motor and its psychological effect on brand loyalty. However, this is accompanied by profound changes in our industry.

The BrandEx Festival 2021 will be the place where creative spirits, innovators, analysts, and the big and small players in this transformation meet to share ideas, engage in dialogue and inspire each other. Please use the form on the next page to contact our Programme and Content Group. Give the industry a powerful boost with your presentation, panel or workshop!

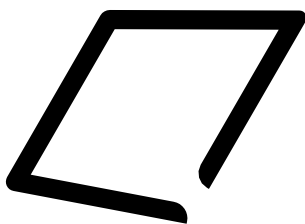
The **BrandEx Programme and Content Group** looks forward to hearing more about your ideas. Please send us your application including a brief profile, portrait photo and detailed teaser **by 17 June 2020** and e-mail your proposal to [kuratorium@brand-ex.org](mailto:kuratorium@brand-ex.org).

**International Festival  
of Brand Experience**

**03**

**CALL FOR PAPERS  
BRANDEX**

**DIE KRAFT**



# BRAND EX

<b>Name</b>	
<b>Function</b>	
<b>Company / Organisation</b>	
<b>Phone</b>	
<b>E-mail</b>	
<b>Title of your contribution</b>	
<b>Format of your contribution</b> Workshop / Presentation / Panel discussion / Panel / ...	
<b>Detailed teaser for your contribution, indicating key findings/learning outcomes*</b>	
<b>Your profile*</b>  (including a brief speaker profile (up to 500 characters), a printable portrait photo and consent to the use thereof)	
<b>Language of your contribution</b>	

\*Feel free to attach a separate document if there is not enough space here. However, please do not write more than one DIN A4 page. Please note that only application forms that are completely filled out will be accepted.