

1st Working Group Meeting Agenda

WG2: Marketing & Customer Relations



13:30 – 14:30

Lunch

14:30 – 15:30

Plenary Session

15:30 – 16:00

Coffee break

WG Meeting Agenda

March 29th Working Session – Part I

16:00 – 16:15

Welcome, introduction, objectives

16:15 – 17:00

Open round: Current situation and challenges

17:00 – 17:30

Presentation on the outcome of the questionnaire

17:30 – 18:00

Discussion, conclusions, priorities

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March 30th Working Session – Part II

09:30 – 09:45	Introduction and goals for the workshop day
09:45 – 11:00	Jorge Carles-Tolrà 'Basic elements of marketing: The Case of TMB' including discussion with experts
<i>11:00 – 11:30</i>	<i>Coffee break</i>
11:30 – 12:30	Teamwork in Groups - 'Current practices and perspectives'
12:30 – 13:30	Teamwork in Groups - 'Developments and challenges'
<i>13:30 – 14:30</i>	<i>Lunch break</i>

March 30th Working Session – Part III

14:30 – 15:00	Presentation of Team results
15:00 – 16:00	Discussion round on offensive marketing with impulse reports Viorica Sarman 'Case Study from Oradea'
16:00 – 16:30	Discussions and conclusions
<i>16:30 – 17:00</i>	<i>Coffee break</i>
17:00 – 18:00	Plenary Session

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