



## MCEI INTERNATIONAL CONGRESS

ROME, September 4 – 7, 2003

### CONFERENCES' CENTER “ HADRIAN TEMPLE ”



### *PROGRAM OF CONGRESS*

**FRIDAY**  
September 5, 2003

**A :**            **" New Trends for Marketing & Communication Excellence "**

- 09.00 - Introductory words: **Prof. Dr. Paul Genton**, International President of the MCEI  
**Prof. Dr. Bruno Cali**, Président oh the Rome MCEI Chapter
- 09.10 - Welcome speech **Prof. M. Fausto Esposito** General Manager of the Assocamerestere  
(Italian Chambers of Commerce in the World), Rome,
- 09.20 - Keynote speech by **His Excellency Prof. Dr. Filippo di Iorio** (fmr. Italian Representative EC  
in Brussels) on «**New Ways to Deal with and Make Business in European Market**»
- 09.50 - Quick Coffee Break

**B :**            **"New Concepts in Marketing and Communication"**

- 10.00 - **M. Robert Kuijpers**, (*Executive Chairman, SN Bruxelles Airlines – Bruxelles*)  
“**New Marketing and new Communication for a new Airline**”
- 10.45 - **M. James Bissell** (*CEO – Hôpital de La Tour – Genève*)  
“**Motivation of the Hospital staff and Health Care Marketing**”
- 11.30 - **Dr. Bernhard Prestel** (*Senior Partner – Team Consult – Zurich*)  
“**Market Research Applied to the Security Marketing Communication Management**”
- 12.15 - End of first session  
Transfer by the restaurant « **IL BARROCCIO** », Via dei Pastini 13, (200 mt. near the  
Conferences' center) for Lunch

**FRIDAY****September 5,2003 – suite****MCEI INTERNATIONAL CONGRESS****C :** **“New Ways and Means to Market and Communicate”**

- 14.00 - **Mme Cosima F. Barone** (*Banking and Financial Consultant - Rome*)  
“How to Communicate now in the Banking and Finance World”
- 14.45 - **Prof. Alberto Sessa** (*CEO the Institute of Touristic Sciences of Rome*)  
“How to Promote Tourism in a Depressed Economy”
- 15.30 - **Prof. Bruno Cali** (*professor of Hotel Marketing and Management - Rome*)  
“New Challenges for the Promotion & Development of Hotel Business”
- 16.10 - Quick Coffee Break.

**D :** **“New Marketing & Communication Tools, Outside/Inside”**

- 16.20 - **Mme. Marina Tavolato** (*Présidente of «Travel Marketing Communication» - Rome*)  
“A Survey of the Most Effective Marketing Communication Practices”
- 17.00 - **M. Reginald Vermeiren** (*Top Management Advisor - Bruxelles*)  
“How to get Employees Supporting Changes in the Marketing Field”
- 17.45 - **M. Tadakatsu SAITO** (*Shiseido Managing Director - Tokyo*)  
“Marketing Strategies for Achieving a V-shaped Recovery in a Recessionary Economy”
- 18.30 - End of session.  
Transfert to the hotels.
- 20.00 - Transfert to the **PARCO DEI PRINCIPI**, for the Gala Dinner.