


Agenda 25.04.2023



12:00 – 12:30	Ankommen, Snack, Get-together	Alle
12:30 – 13:15	Begrüßung und Vorstellungsrunde	Philipp Hoefer
13:15 – 14:00	Impulsvortrag “CRM mit Salesforce”	Martin Böhm, Georgia Näder
14:00 – 14:15	Pause	Alle
14:15 – 15:15	Workshop I Gruppe 1: Content is King Workshop I Gruppe 2: First to Patient	Monika Moses-Schick Jan Salzmänn Stefan Bode Alexander Hardt
15:15 – 15:45	Pause	Alle
15:45 – 16:45	Workshop II Gruppe 1: First to Patient Workshop II Gruppe 2: Content is King	Stefan Bode, Alexander Hardt Monika Moses-Schick Jan Salzmänn

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- 16:45 – 17:15 **Pause** Alle
- 17:15 – 17:30 **Wrap-Up** Annika Müller
- 17:30 – 18:30 **Besichtigung Sartorius Quartier** Alle
- 19:00 **Abendessen** Alle

Agenda 26.04.2023

●	09:00 – 09:15	Get-together	Alle
●	09:15 – 09:45	Impulsvortrag “Influencer Marketing”	Ann-Kathrin Osicki Helena Bachmann
●	09:45 – 10:00	Pause	Alle
●	10:00 – 11:00	Workshop III Gruppe 1: Key Opinion Leader Management	Melanie Kröning Julian ZinBer
●		Workshop III Gruppe 2: Digitales Marketing	Helena Bachmann Berinike Bensemann Monika Moses-Schick
●	11:00 – 11:30	Pause	Alle
●	11:30 – 12:30	Workshop IV Gruppe 1: Digitales Marketing	Helena Bachmann Berinike Bensemann Monika Moses-Schick
●		Workshop IV Gruppe 2: Key Opinion Leader Management	Melanie Kröning Julian ZinBer
●	12:30 – 13:00	Feedback	Alle
●	13:00 – 13:05	Abschied, Catering to-go	Alle