

IUCAB Congress 2023

Friday, May 19, 2023

- 09h00 – 16h30 **IUCAB Congress**
(Association building, Am Weidendamm 1 A, 10117 Berlin, room 1 + 2)
- Motto: **Unifying cultures. Connecting business!***
(Congress Moderator: Tim Cortinovis - www.cortinovis.de)
- 09h00 – 09h15 Opening and welcome - “positioning IUCAB - importance of IUCAB for commercial agents”
Olivier Mazoyer, President of IUCAB / Christian Rebernic Secretary General of IUCAB
www.iucab.com
- 09h15 – 10h00 Prof. Trond Bergestuen, „A multinational study of the relationship between commercial agents and the companies they represent” www.uwec.edu/profiles/bergestt/
- 10h00 – 10h30 Verick Schick (Agency for Economic Affairs and Development) „How to build business abroad“, what are the biggest challenges for manufacturers?
<https://wirtschaft-entwicklung.de/en/>
- 10h30 – 10h50 coffee break and networking
- 10h50 – 12h50 Tim Cortinovis - www.cortinovis.de - keynote max. 20 minutes “A changing world - changing distribution” followed by three separate workshops on different subtopics addressed in the keynote presentation; at the end, brief presentation of the results from the individual workshops.
- Workshop 1: Social selling - automated sales - what's behind it?
 - Workshop 2: Are we still reaching the right target group with which sales methods?
 - Workshop 3: Digital distribution channels - how can I use them for my business?
- 12h50 – 13h50 lunch break and networking
- 13h50 – 14h35 Dirk Ziems - www.conceptm.eu/en/ “Global change through various crises”
- Impact of the multi-crisis on the attitude to life and consumer sentiment
 - Shift in lifestyle values and impact on different consumption sectors
 - Shift of attitudes towards salesmanship
- 14h35 – 15h10 Charles M. Cohon - www.manaonline.org “The secret to success with commercial agents: It’s not Business, It’s Personal”
- 15h10 - 15h30 coffee break and networking
- 15h30 – 16h00 “LinkedIn sales solution” tba - Maximilian Lux, LinkedIn (requested)
- 16h00 – 16h30 Panel discussion - “Where does the journey go for personal sales?”
Speakers from the previously performed presentations / keynotes – and other?
- 16h30 Concluding remarks and farewell