

## 1. *puls* Future Conference on 7. February 2006 "How to Profit from the Future"

Why do brands or products such as Microsoft's X-Box, Apple's iPod or Blackberry outrightly spark off pandemic excitements? What are the best messages and means of still impressing today's customers who are inundated with information? What role does the internet play in futuristic communication of brands? How can market research offer inspiration for the new methods of marketing? These questions are going to be the main areas of concern in the *puls* Future Conference, which will be jointly organized with our American co-operation partner John Parikhall of Joint Communications on the 7th of February 2006. We condensed *puls* market research experience of many years in Europe together with John Parikhall's from the USA in relation to 7 Marketing and consumer trends. Please get yourselves inspired!

We are looking forward to seeing you during the first *puls* Future Conference!

**Dr. Konrad Weißner**  
General Manager *puls* GmbH

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### AGENDA:

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9.30 am	Welcome Coffee	
10.00 am	<b>Hush Puppies, Blackberry &amp; Co.</b> How to figure out the success factors of such „pandemics“ with the aid of creative market research. Dr. Konrad Weißner General Manager <i>puls</i> GmbH	<b>"The right knowledge"</b>
11.00 am	<b>7 Marketing- und Consumer Trends for Future Branding</b> John Parikhall CEO Joint Communications	<b>"The big picture"</b>
12.30 pm	Lunch	
1.30 pm	<b>Exploitation of growth opportunities, increase of income return, reduction of risks</b> Consequences of the 7 Marketing- und Consumer Trends for an assured future brand positioning, effective brand communication and successful sales. Questions, answers, To Do's	<b>"The right decisions"</b>
3.00 pm	Coffee break	
3.30pm	The relevance of 7 Marketing- und Consumer Trends for the chosen branches (Automotive, Finance, Consumer goods, Btb-business) Questions, answers, To Do's	
5.00 pm	Leave-taking Dr. Konrad Weißner General Manager <i>puls</i> GmbH	

## RESPONDENT FAX

### Your Address? ↓

Firm: \_\_\_\_\_  
Name: \_\_\_\_\_  
Position: \_\_\_\_\_  
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## ***How to Profit from the Future***

### ***7 Marketing- und Consumer Trends For better decisions in 2006***

**Registration for the *puls* Future Conference with John Parikh  
On the 7<sup>th</sup> of February 2006  
Venue: ArabellaSheraton Hotel Carlton in Nürnberg**

**Yes**, I will like to participate in the *puls* Future Conference on the 7<sup>th</sup> of February 2006, which will cost € 380 (exclusive of VAT) per participant.

Please send an E-Mail as a reminder a few days before the symposium takes place.  
(You are please required to enter your E-Mail-Address on the top right part of this fax)

***Which question do you expect to be answered through the *puls* Future Conference?***

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\_\_\_\_\_  
Place, Date

\_\_\_\_\_  
Signature