

Day 1, June 17

Welcome and Safety Moment Christian and Chandani	08:30 – 08:40	Dress Code: Business Casuals
Sharing Vision and Ambition: Being Marketing-led Eduardo	08:40 – 09:10	
Translating strategy into Customer-Centric plans 1. Experiential Case Study of Customer Based Planning in action Brian Crean, CEO Total Brand Value	09:10 – 10:30	
Break	10:30 – 11:00	
2. Planning & Customer Based Options for Growing a Business – Q&A	11:00 – 11:45	
3. a. Turning Business Objectives into Customer Goals b. Application of the approach to simplify & focus planning	11:45 – 12:30	All to gather at 13:30 for photoshoot, we will start from 13:45
Lunch	12:30 – 13:30	
4. How Customer Based Planning Works II Target Customer Selection & Customer Insights	13:45 – 15:00	
Break	15:00 – 15:20	
5. Working Session: Creating & reviewing Customers Goals for Trouw brands	15:20 – 17:00	
Closing session	17:00 – 17:15	
Informal dinner	19:00	

Dinner at **Kitchen & Bar Van Rijn**

- Location: Rembrandtplein 17, 1017 CT Rembrandtplein.
- Departure: Meet in the hotel lobby at 18:25
- Transport: Group transportation departs at 18:30 sharp

Day 2, June 18

Opening Remarks & Suggestions Christian and Chandani	08:30 – 08:45	Dress Code: Business Casuals
Translating strategy into Customer-Centric plans 6. Consumer Goals – Quick Recap Team Work: sharing, review & revise Trouw Customer Goals Brian Crean, CEO Total Brand Value	08:45 – 09:45	
7. Input & Task work on Customer Triggers & Barriers for Trouw Brands	09:45 – 10:30	
Break	10:30 – 10:50	
8. Input & Task work on 'From/To' Customer Insights	10:50 – 12:30	
Lunch	12:30 – 13:30	
9. Landing on What We Must Do for our brands. Input & Task work + sharing	13:30 – 14:45	
Break	14:45 – 15:00	
10. Final Edits & landing the Customer thinking for assigned Trouw plans	15:00 – 16:05	
FINAL: Application of Planning Application with examples	16:05 – 16:30	
Closure	16:30–16:45	
Networking dinner at hotel	19:00	

Dinner in the plenary room, Amstel 2&3

Day 3, June 19

Opening Remarks & Suggestions Jennifer and Simona	08:30 – 08:45	Dress Code: Business Casuals
Way forward: Plan on a Page	08:45 – 10:00	
Break	10:00 – 10:30	
Stay ahead: AI implementation in Marketing Keynote speaker: Thierry Moubax, Co-founder and CEO, AI Compass	10:30 – 11:30	
Discussion	11:30 – 12:15	
Lunch	12:15 – 13:15	
Listen to your customer: NPS for B2B companies Keynote speaker: Bram Vanassche, Partner, Bain & Company	13:15 – 14:00	
Digital Marketing: Beyond Social Media Keynote speaker: Dylan Laseur, Commercial Director, Flatline	14:00 – 14:45	
Discussion	14:45 – 15:30	
Closing Remarks Eduardo	15:30 – 16:00	