

Are you inventive?

How to succeed in Innovation Communications

06:00 p.m.

Introduction

*Dr. Felix Gress, Senior Vice President Communications
BASF Group, Ludwigshafen*

06:10 p.m.



Keynote: Status and Perspectives of Innovation Communications

Prof. Dr. David Nordfors, Stanford University, USA

06:30 p.m.



Reflections: Taking the Lead – New Roles and Challenges for Communication Management

Prof. Dr. Ansgar Zerfaß, University of Leipzig

06:50 p.m.



Discussion

*Moderator: Cornelius Welp,
Correspondent "Wirtschaftswoche"*

Participants:

- o *Prof. Dr. David Nordfors, Stanford University*
- o *Prof. Dr. Ansgar Zerfaß, University of Leipzig*
- o *Joachim Müller-Jung, Head of Science Department FAZ*
- o *Ekkehart Gerlach, Director Deutsche Medienakademie*
- o *Carsten Kinast, President Serviceplan*
- o *Dr. Felix Gress, BASF*

08:00 p.m.

Networking and Get-Together