

## **Statement for the position of VP Conferences**

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### **Your EMAC Experience**

I took part in the EMAC conferences 2022 in Budapest and 2023 in Odense as a presenter of an accepted paper. I found the exchange with the many marketing experts extremely enriching. I particularly noticed the excellent organization of the two events. This unique meeting of the scientific marketing community is inspiring. In addition to the paper presentations, the side events were also very convincing.

### **Professional Background**

I am an associate researcher at the University of Bayreuth, Germany. In the winter term 2022/2023 I was a visiting professor of marketing and media at the Bauhaus University Weimar.

From 2017 to 2024, I worked as a professor of marketing and event management at the HMKW Berlin. From 2020 to 2021, I represented the professorship of business administration, especially sponsorship and event management, at the Ostfalia University. At the EASM Conference 2022 my paper was awarded 3rd prize overall as the best European contribution.

My research focuses on brand management, pricing, event marketing, sports management, myth transfer and tourism.

### **Policy Statement**

From February 2010 to March 2016, I was head of the business department and in particular of the event and sports management course at the Saxonian State Academy. Since then I have had numerous contacts in the event industry.

I developed a variety of event concepts in collaboration with student teams and served as a coach for student teams participating in major youth event competitions.

Through my teaching work in the master's degree program in "Media Management" and in the bachelor's degree program in "Media and Event Management", I am familiar with the connection between events and media. For example, I held the master's seminar "Event Marketing" at the Bauhaus University Weimar in the winter term of 2022/2023, where the students had to create their own event ideas based on professional briefings.

As part of the knowledge transfer, I worked closely with the German TOP 5 event agencies VOK DAMS and FULL MOON.

I was also in charge of developing the mission statement and brand identity "Pure Football." and the membership campaign "I'm going to Lok!" of the football club 1. FC Lokomotive Leipzig, of which I served as deputy chairman of the supervisory board from 2014 to 2020.

I was appointed to the EVENT jury of the FAMAB AWARDS in 2013 and 2014 and the FAMAB New Talent Awards in 2015 and 2017. Since 2022 I have been a juror for corporate events at the ICE

AWARDS GERMANY. This gives me insight into the latest developments and trends in the international event industry.

I would like to contribute my commitment, my ideas and my expertise to EMAC in order to maintain the high level of the conferences and events and to develop new ideas and concepts.

Therefore, I would be very happy to be elected Vice President for Conferences.