



The CERS Award for Excellence in Relationship Marketing and Management is a prestigious recognition granted annually to a Finnish company by a jury consisting of internationally acknowledged professors as well as representatives of the industry.

CERS is delighted to invite you to the

9th annual
CERS Award Ceremony
November 21st 2007



Please register before November 15th to CERS by e-mail:
cers@hanken.fi or by phone to Jacob Mickelsson: +358 9 4313 3392 or Katarina
Hellén: +358 9 4313 3562.

Place: *Hanken, assembly room (Arkadiankatu 22, Helsinki)*

The event is free of charge

For further information, see: www.hanken.fi/cers

Program

14.00-14.30 Coffee

14.30-14.40 **Welcome:** Jacob Mickelsson, CERS Award Manager, Swedish School of Economics and Business Administration

14.40-15.15 **Keynote Speaker: Pekka Soini**, President of Helsingin Sanomat: *"Sanoma Corporation's strategy and the challenges of customer management in a multi-channel environment"*

15.15-15.45 **Keynote Speaker: Kaj Storbacka**, Professor of Sales and Account Management, Nyenrode Business Universiteit, the Netherlands. Founder of Vectia Ltd.: *"Redefining sales and marketing: from peddling to commercialization"*

15.45-16.30 Award Ceremony & **Winner's Presentation**

16.30-16.45 **Concluding Remarks: Christian Grönroos**, Professor, Swedish School of Economics and Business Administration

16.45-17.30 Wine Buffet



Pekka Soini

Pekka Soini is the president of Helsingin Sanomat. Until he was appointed president in 2005, he worked as the company's marketing executive. Soini is also chairman of the board at Kärkimedia, the central organization for advertising in Finnish newspapers.



Kaj Storbacka

Kaj Storbacka is the founder and chairman of Vectia Ltd., a management consulting company focusing on the application of customer relationship management concepts, tools and processes. He is associate professor at Hanken and has since 2005 been professor of account and sales management at Nyenrode Business Universiteit.



Concluding Remarks: Christian Grönroos

Professor Christian Grönroos is the founder, director and chairman of CERS. He is a pioneer within relationship marketing and service management. Consequently, he is the most cited Finnish researcher internationally within business administration.