



WESTFÄLISCHE
WILHELMS-UNIVERSITÄT
MÜNSTER

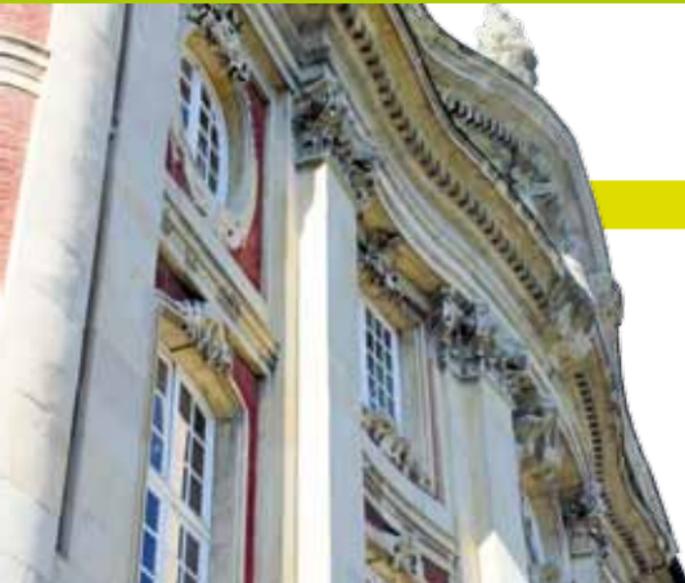
› Conference on
Enhancing Sales Force Productivity
Münster, Germany 2013
July 14 – 16, 2013

Co-Chairs:

Dr. Manfred Krafft // *University of Münster*

Dr. Michael Ahearne // *University of Houston*

Dr. Goutam Challagalla // *Georgia Institute of Technology*





› Tentative Agenda

Sunday July 14, 2013

- 5:00 p.m. – 6:00 p.m. // *Conference Registration*
6:00 p.m. – 7:00 p.m. // *Get-together*
7:00 p.m. – 10:30 p.m. // *Welcome Dinner*

Monday July 15, 2013

- 7:30 a.m. – 8:30 a.m. // *Breakfast*
8:30 a.m. – 10:00 a.m. // *Panel Discussion*
10:00 a.m. – 10:30 a.m. // *Coffee Break*
10:30 a.m. – Noon // *Track 1*
12:15 p.m. – 1:30 p.m. // *Lunch*
1:30 p.m. – 3:00 p.m. // *Track 2*
3:00 p.m. – 3:30 p.m. // *Coffee Break*
3:30 p.m. – 5:00 p.m. // *Track 3*
5:30 p.m. – 10:30 p.m. // *Sight-seeing Tour and Dinner*

Tuesday July 16, 2013

- 7:30 a.m. – 8:30 a.m. // *Breakfast*
8:30 a.m. – 10:00 a.m. // *Track 4*
10:00 a.m. – 10:30 a.m. // *Coffee Break*
10:30 a.m. – Noon // *Track 5*
12:00 p.m. – 1:00 p.m. // *Lunch*
1:00 p.m. // *Departure*

Conference venue:

Hotel Kaiserhof, Münster // www.kaiserhof-muenster.de

For further information please contact:

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www.marketingcenter.de/salesconference

