

Nils-Peter Hey



Whether a global corporation or a small business, every company is capable of good marketing. Lecture speaker, book author and independent marketing expert Nils Peter Hey is certain of this: With the right marketing tools and the right expert support, every company can turn its products and services into a brand! In his exciting and practical lectures, the extraordinary speaker and independent marketing expert Nils Peter Hey takes away the fear of marketing from his audience, clears up difficult technical terms and gives valuable advice on how everyone can manage to establish successful marketing in their own company. The special: Nils Peter Hey one of only six publicly appointed and sworn marketing experts who hold this title in Germany. Only sworn marketing experts are truly independent and enjoy the highest reputation. Their main task is to handle cases in court as expert witnesses.

The independent voice of marketing

TOPICS

+ Why some companies are gray and others shine

- Why you need to be broad in marketing
- How to use employees as multipliers
- How to become a brand
- What leadership and brand have to do with each other

+ 10 recipes that make marketing successful

- The 10 recipes for successful marketing
- What cocktails and marketing have in common
- Why it always comes down to mixing old and new

+ Trust is the value in digital transformation

- Why the inner attitude is so important
- Everything you hear about change is different in reality
- Why trust is so important
- How everyone can successfully establish digital change in the in the company

Mandates:

- SARAMAR Sachverständigenrat Marketing e. V. (Präsident)
- BAW Bayerische Akademie für Wirtschaftskommunikation e. G. (Vorsitzender des Aufsichtsrats)
- Fischfell Strategieberatung (Inhaber)
- Richard Pflaum Verlag GmbH & Co. KG (Prokurist)

REFERENCES & PRESS

„There are very few people who can win people over, convince them and teach them elementary things with such force, expertise, wit, energy and a twinkle in their eye as this hurricane. Lectures by Nils Hey - must be experienced.“ **Markus Hörwick, longtime press spokesman, FC Bayern**

„There has never been such an excess of buzz and bullshit in marketing. Classification and orientation are needed. No one brings more substance and clarity to the table than Nils-Peter. Even I would entrust myself to him.“ **Thomas Koch aka „Mr. Media“**

„Nils-Peter Hey is a fantastic speaker - in terms of content anyway, but also with entertainer qualities. He has an incredible know-how in the field of marketing and can also systematically build and expand (new) brands and marketing strategies for companies. Absolutely recommendable!“

Alexandra Dellmeier, Trademarks lawyer

INSPIRATION

Marketing is teeming with half-knowledge and self-proclaimed experts. Therefore, it is important that there is a proven independent authority. We ö.b.u.v.-Sachverständige bring light into the darkness, charmingly hold up the mirror to the industry and never tire of demanding high professionalism at all levels. Our contribution to your success: transparency and absolute honesty, so that you can make competent decisions. Because small tips often make a big difference.

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