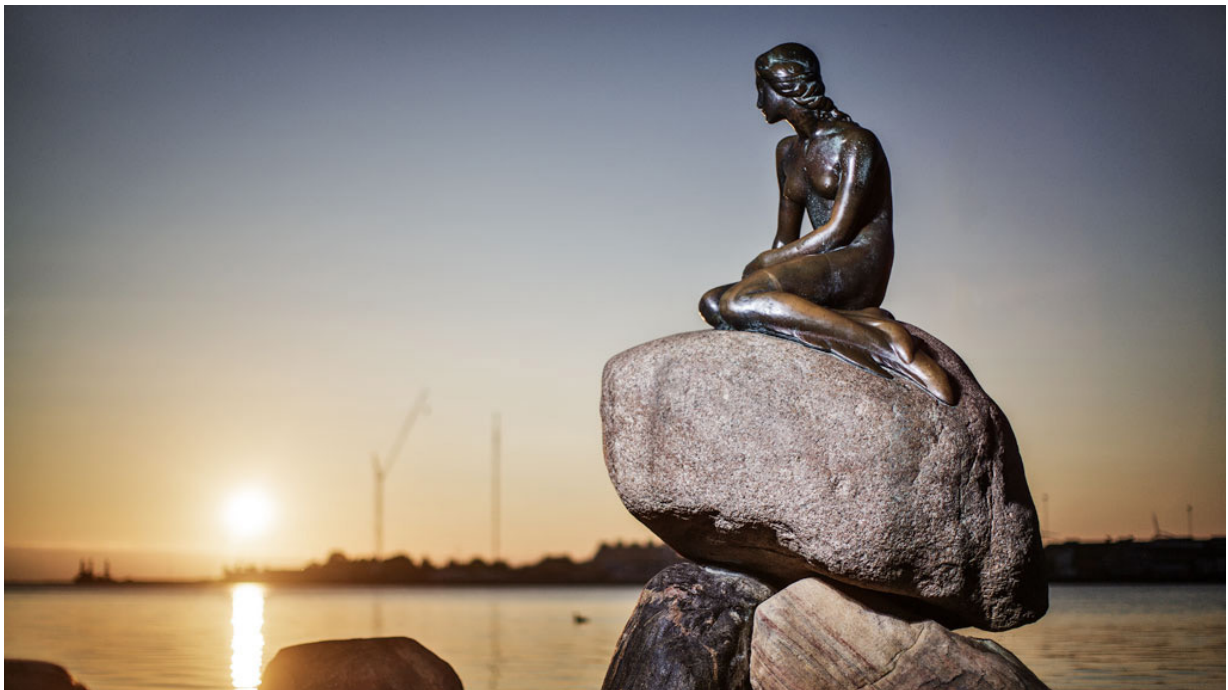


ANNUAL GENERAL MEETING
21.-23. OCTOBER 2016



PROGRAMME



#AGM2016DK

A World of Opportunities

Dear Comvort members.

On behalf of Central Office I am happy to release the preliminary program for this year's AGM, which will take place in Copenhagen, the capital of Denmark - the World's oldest monarchy.

This year our Annual General Meeting in Comvort will be slightly different. After considering your suggestions and ideas for a successful AGM we decided to give members more time before and after the official part of the meeting so you can dedicate it to your personal and member-to-member activities.

We have made an effort to concentrate the most relevant areas of the meeting - key note speakers, inspiration and team building activities - in 2 very focused days instead of the traditional long weekend we have offered the previous years. Still keeping the high professional standards for the accommodations and inspirational content we have been able to lower the cost of participating in this event by close to 40% lower compared to past editions.

This shorter AGM-version was used during the first 15 years of Comvort-life and was very positive in terms of attendance. We hope this year's AGM-plans will please you as you'll have more budget and time for your agency and individual matters.

A landing page will be released soon where you can make your reservations and follow the program and other as we get closer to the event. But now you can book your calendars and prepare for an inspirational and fruitful time together with other Comvort-members in October. We look forward to seeing you all in Copenhagen.

Karl Jacobi
President & CEO
Comvort Group



PROGRAMME

Friday, 21st October - arriving

| Time | Activity | People & Host | Location |
|---------------|---|---------------|----------------------------|
| 14.00 - 18.00 | Arrival Finding rooms and unpacking | Members | Copenhagen Island Hotel |
| 15.00 - 17.30 | Guided sightseeing tour (Optional) | Lars Lindskov | Copenhagen area |
| 18.00 - 20.00 | Come Together Party | Karl Jacobi | Copenhagen Island Hotel |
| 20.00 - | Dinner & Socializing (Optional and own spending) | Lars Lindskov | Restaurant to be announced |

Saturday, 22nd October - seminar

| Time | Activity | People & Host |
|---------------|---|--|
| 08.00 - 09.00 | Breakfast | Members |
| 09.00 - 09.30 | Introduction | Karl Jacobi |
| 09.30 - 10.00 | PR Financial newspaper transition to online | Chief Editor and CEO Anders Krab Johansen, Børsen |
| 10.00 - 10.30 | Marketing Content marketing & technologies | Director and partner Morten Longgaard, Novicell |
| 10.30 - 10.45 | Break | |
| 10.45 - 11.15 | Advertising Personalized and digital advertising in airports | Sales Manager Jørgen Ravn, AirMagine |
| 11.15 - 11.45 | Public Affairs How to change laws and regulations | Former Minister of Justice Brian Mikkelsen, MP |
| 11.45 - 13.00 | Lunch | |
| 13.00 - 13.30 | National branding of an international corporation | Managing director Georg Nielsen Continental Tires Denmark |
| 13.30 - 14.00 | Managing a global brand on the Nordic Market | Nordic Marketing Director Mikael Bonde Nielsen Coca Cola Co. |
| 14.00 - 14.30 | Handling an international shitstorm - Marius the Giraffe | Vice President Bengt Holst, Copenhagen Zoo |
| 14.30 - 15.00 | Break | |
| 15.00 - 15.30 | Viral campaigns & blogger relations | Head of Brand & Marketing Eva Lundgren, Spies Travels |
| 15.30 - 16.00 | How to handle the digital natives as customers & employees | External lecturer Søren Schultz Hansen, CBS |
| 16.00 - 16.30 | Are print media going out of business? New online media | Editor in Chief Annegrethe Rasmussen, POV International |
| 16.30 - 17.00 | Wrap up | Karl Jacobi |
| 17.00 - 19.00 | Break | |
| 19.00 - | Galla Evening - The Noble Prize Award 2016 | Karl Jacobi |

Sunday, 23rd October - departure

| Time | Activity | People & Host | Location |
|---------------|--|---------------|-------------------------|
| 08.00 - 09.00 | Breakfast & checkout | Members | Copenhagen Island Hotel |
| 09.00 - 12.00 | New Bizz Meeting | Members | |
| 12.00 - 13.00 | Lunch | | |
| 13.00 - | Buscoach leaving for Copenhagen Airport | | |

IMPRESSIONS FROM DENMARK



The cosy "Nyhavn" in Copenhagen



The Danish Parliament

PANDÖRA

Danfoss



MÆRSK



novo nordisk®



Vestas

Carlsberg

Famous Danish companies

PRICES

| | |
|---|-----------------|
| Single room from Friday to Sunday (2 nights) inkl. breakfast, lunch and dinner Saturday and incl. breakfast and lunch Sunday pr. person: | Euro 650,- |
| Double room from Friday to Sunday (2 nights) inkl. breakfast, lunch and dinner Saturday and incl. breakfast and lunch Sunday pr. person: | Euro 525,- |
| Single room from Thursday to Friday (1 night) pr. person | Euro: 125,- |
| Double room from Thursday to Friday (1 night) pr. person | Euro: 80,- |
| Spouce Package 1 incl. hotel, cocktails friday and galla dinner saturday (nb. without conference) pr. person/spouce: | Euro: 295,- |
| Spouce Package 2 incl. conference, cocktails friday and and galla dinner saturday (nb. without hotel) pr. person/spouce: | Euro: 300,- |
| Optional and own cost: Excursions and tours in Copenhagen Friday afternoon (optional), Dinner Friday (not part of the official AGM) pr. person | Euro 100,- |
| Optional and own cost: Drinks & beverages after the first glass at the Galla dinner Saturday + flights to and from Copenhagen | Euro Individual |

USEFUL INFORMATION

Copenhagen Island Hotel: Kalvebod Brygge 53, 1560 Copenhagen V, +45 33 38 96 00, visit their website www.copenhagenisland.dk

VisitCopenhagen: Official tourist information for visitors going to Copenhagen, visit their website www.visitcopenhagen.dk

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