



Licenciatura em
Gestão de Marketing



Mestrado em
Marketing



*Identifying and Realizing Marketing Opportunities:
focus on Porto / Northern Portugal*

INNOVATION
SUCCESS
EVALUATION
DEVELOPMENT
GROWTH
SOLUTION
PROGRESS
MARKETING



Organização: Licenciatura e Mestrado de Marketing

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Com o apoio:



18 June 2010

9h00-18h30

Identifying and Realizing Marketing Opportunities:
focus on Porto/Northern Portugal**9h00 Opening Session:**

- Prof. Doutor. Domingos Oliveira Silva, President of ISMAI
- Prof. Doutor Carvalho Vieira, Coordinator of the 1st and 2nd Cycle - Marketing ISMAI

9h30: Innovation Management & Marketing

Chair: Prof. Doutor Carvalho Vieira-ISMAI

- **Paolo Zanenga** - President of the PDMA (USA) Southern Europe (Product Development and Management Association),
- **Francisco Sanches Osório**, International Strategic Marketing Manager - Bial - Portela & CA SA
- **José Manuel dos Santos** – Executive Manager - Diverge Design

Research Project ISMAI:

- b2b Service Quality – **João Ricardo Crista** - ISMAI

Debate**11h00: Coffee- Break:****11h30: Brand Value Management**

Chair: Prof. Doutora Elisabete Serra - ISMAI

- **Rui Amorim de Sousa** – CEO of Cerealis
- **Rui Freire** – Marketing Director of Unicer
- **Pedro Veloso** - Corporate Growth Director Interbrand Portugal

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- **Insignia Brands** – Carla Sofia Amorim - ISMAI
- **Brand Destination** - Luis Silva - ISMAI

Debate**13h00: Almoço/Lunch**

18 June 2010

9h00-18h30

Identifying and Realizing Marketing Opportunities:
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Chair: Mestre António Nogueira da Costa- ISMAI

- **Jesus Negreira del Rio** - Escuela de Negocios Caixanova

Research Project ISMAI:

- **Gestão da Força de Vendas** – Simão Nuno Machado – ISMAI

Debate**16h00: Marketing Digital**

- **Filipe Carrera** - filipecarrera.com

Debate**16h45: Coffee-Break****17h00 – 18h30: Closing Workshop**

Chair: Prof. Doutor Carvalho Vieira

- **AEMARK** - **José Luis Munuera** - Spanish Association of Academic and Professional Marketing
- **APODEMO** – Portuguese Market Research Association
- **APPM** - Portuguese Marketing Association, APPM

Research Projects ISMAI

Posters:

- **Paulo José Silva** – ISMAI
- **Rita Bastos** - ISMAI
- **Pedro Fonte** - ISMAI
- **António Rebelo** - ISMAI
- **Ilda Lixa** - ISMAI
- **Agostinha Tavares** - ISMAI

Comissão Organizadora:

Elisabete Magalhães Serra

José Manuel Carvalho Vieira

Jorge Soares – Mestrado ISMAI

Alunos do Mestrado e da Licenciatura em Marketing do ISMAI

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