

La Chaux-de Fonds, September 7, 2017

The association *Journées du Marketing Horloger* (Watchmaking Marketing Symposium) unveils the theme of its two-day symposium in 2017:

«Marketing... Digital Intelligence»

On the 6th and 7th of December 2017, the main players of the watchmaking marketing will meet to discuss and exchange on the digital intelligence, at the 12th Watchmaking Marketing Research Day (JRMH) and the 21st International Watchmaking Marketing Symposium (JIMH). An excellent opportunity to learn more about data collection and interpretation, from “big data” to “big intelligence”.

Through social media, blogs and websites, companies today generate a multitude of contacts. In order to make the most of it, experts from the digital world will discuss the collection, processing and interpretation of data in order to make the best possible marketing decisions. These round tables will follow the official speeches of the Neuchâtel State Councilor in charge of economy and social action, Jean-Nathanaël Karakash and the president of the city of La Chaux-de-Fonds Theo Huguenin-Elie.

Several players in the digital world have already confirmed their presence at the round tables: IBM, Omega, TAG Heuer, Longines or ArclInfo.

As usual, the 21st JIMH will be preceded on Wednesday, December 6th by its academic component at the University of applied sciences of Neuchâtel (HEG Arc): the 12th Research Day in Watchmaking Marketing (JRMH).

The award for the best research paper will be offered by the *Manufacture Zenith* of Le Locle.

An opportunity not to miss: to attend relevant conferences on this subject and meet the elite of the watch industry and digital marketing.

Open registration: www.marketinghorloger.ch

Program: www.marketinghorloger.ch/programme.html

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