



Nils-Peter Hey

When Nils-Peter talks, the room is often caught in spellbouncing silence. He carries his audience away into the world of brand technology. He is an entrepreneur who is driven by brands and media, a field where it doesn't exactly pay to be quiet. He says of himself: „I really have nothing but marketing in my head – and a great deal of it, too.“ As a consultant, he is now one of the most illustrious marketing experts in the German-speaking world. His mission? To discover that unique feature that really makes your brand. As a speaker, he likes to polarise people, to entertain them with illustrative stories from his life as a consultant, while always remaining very close to business practice. He provides insider knowledge for movers and shakers who want to find out what is really useful and what is simply useless marketing talk – beyond the usual hype. Benefit from the knowledge of one of the very few publicly appointed and certified marketing experts in Germany, who above all knows how to solve particularly difficult marketing cases

"No more BS marketing, thank you very much!"

Themes

> No BS marketing any more, thank you very much!

- How do you survive in an over-hyped marketing world?
- What is hit and what is shit?
- How do I develop the unique nature of my brand?
- What are the key points of contemporary brand management?
- How do I strengthen my brand across all fields of perception?

> How I learned to love my adviser – The practical guide to greater marketing success

- What's wrong with working with agencies?
- How can I get more creative results?
- What is important when negotiating with agencies?
- How do I invest my budget better?
- How do I avoid disputes with consultants?

> When someone touches on what touches you – making brands tangible with „touchpoint management“

- How do I create and optimise brands for all the senses?
- What are the options beyond design?
- How can I turn employees into brand ambassadors?
- How can I implement „touchpoint management“ using simple means?
- How do better customer experiences improve my operating result?

> Responsibility

- SARAMAR Expert Council Marketing e. V. (President)
- BAW Bavarian Academy for Business Communication
- (Chairman of the Supervisory Board)

References & Press

"There's just one speaker on the market who can get to the heart of market-related topics so vividly. Nils-Peter Hey is a rhetorical heavyweight, a professional of the highest class, and a really funny guy." **Hermann Scherer, Business Expert & Speaker**

"With a lot of dedication, passion, enthusiasm, knowledge and expertise, Mr Hey enriched the CPX both with his talk and his workshop. This power even gets the quietest audience members going!" **Dunja Koelwel, CPX Organiser**

"There are very few people that, with so much power, expertise, wit, energy, and charm, can win people over, convince them, and teach them something fundamental like this hurricane of a speaker. Talks by Nils Hey – they're a must-have experience." **Markus Hörwick, former press spokesman of FC Bayern**

"Refreshing and extremely entertaining – Mr Hey was a successful start to our online marketing day with 400 attendees." **Daniel Weichert, Bieg Hessen, Chamber of Commerce Frankfurt am Main**



Inspiration

> People, books and events that inspire me:

"I'm inspired by all people who think and steer – people, who strategically plan and take courageous risks. As a fusion of management and creation, marketing is, for me, the most diversified job in the world! That's why I like to talk about what is important today and in the future and how to overcome practical hurdles. The fine balancing act between tradition and modernity is what drives me – along with how to develop systems that continue to make you better and better."

www.speakers-excellence.de

Fees / Travel costs / Languages

Keynote speech	On request
Daily rate	On request
Travel costs	Munich
Languages	 

Live-Booking



Media

