

Herzliche Einladung zum Vortrag von
Verena Heinrichs, Accenture, zum Thema
»**Why brands should care for people instead of consumers**«
am Donnerstag, den 27. Januar 2022, 8:15-9:45 Uhr per Zoom

*Alle Interessierten
sind herzlich willkommen!*

Inhalt („Marketing Intelligence im Unternehmensalltag“)

- Creating true value requires the courage to get inspired and educated by unknown users. **Our People Insights Lab helps brands to connect closer to their community by using unfiltered experiences of anonymous people.**
- Leveraging Artificial Intelligence and human minds, we help brands to establish close connections and become people obsessed.

Accenture

- Accenture plc is an Irish-based multinational professional services company that specialises in IT services and consulting. Accenture's current clients include 91 of the Fortune Global 100 and more than three-quarters of the Fortune Global 500.
- In 2021, Accenture reported revenues of \$50.5 billion and 624,000 employees, among them 5,000 in Germany, Austria, and Switzerland.

Zoom Link für die Veranstaltung

- <https://uni-bayreuth.zoom.us/j/68725636338?pwd=b3RIY3Y1eFdwd20xVU5kdXZ1b21EQT09>



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