



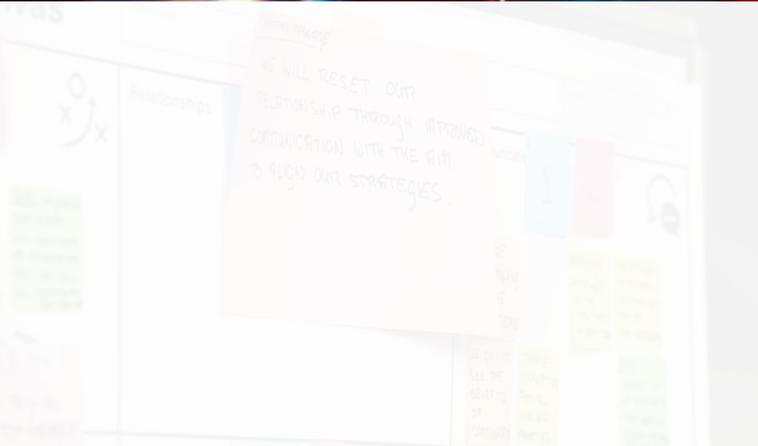
Valuecreator

10x VALUE MISSION POSSIBLE

How to unlock exceptional
growth in B2B Relationships

Value Creation Summit 2024 Conference for
Sales Professionals and Business Leaders

September 13, 2024
Presswerk Arbon, Switzerland



PURPOSE

The 2024 Value Creation Summit under the motto „10x Value - Mission Possible“ is a transformative one-day experience designed to equip sales professionals and business leaders with the insights, strategies, and tools necessary to achieve exponential growth in B2B relationships.

The event focuses on:

Driving Strategic Growth: Attendees will gain a deep understanding of how to formulate and implement growth strategies that are not just incremental but exponential.

Building Resilient Relationships: The event will delve into best practices for building and maintaining trust with clients, and how to create mutually beneficial partnerships.

Learning from Success Stories: Award-winning cases followed by workshops will provide practical insights and real-world examples that attendees can apply to their own businesses.

Networking Opportunities: The event is structured to facilitate meaningful connections among attendees from various industries.

AUDIENCE

The event is tailored for sales professionals who are directly involved in sales activities and are looking to enhance their skills, adopt new techniques, and drive significant growth in their sales performance. The event is also highly informative for business leaders who are responsible for setting strategic directions and ensuring their teams have the necessary resources and guidance to achieve high-growth targets.

DETAILS

Tickets: EUR 390 (early-bird price valid until July 12, 2024), afterwards EUR 490 (regular price).

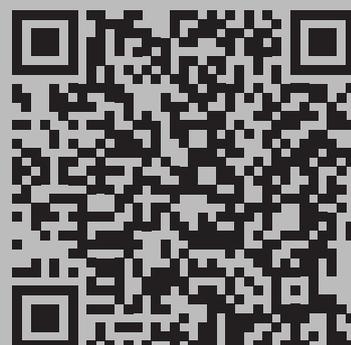
Date: Friday, September 13, 2024, from 09:00 - 4:00pm CET

Location: Presswerk Event Hall, Hamelstrasse 15, 9320 Arbon, Switzerland

Format: For networking purposes, we have designed the Value Creation Summit as an in-person event only. A live stream or recording is currently not planned. Agenda modifications are reserved at any time.



Get your tickets [here](#) or scan the QR-Code



AGENDA

- 08:30 – 09:00 Welcome coffee, registration, networking time
- 09:00 – 09:45 How to leverage commercial innovation for customer success - insights from the frontline, Christoph Solenthaler, CEO Sorec Group St.Gallen; and Christoph Senn, INSEAD Professor and CEO Valuecreator AG
- 09:45 – 10:15 Networking break
- 10:15 – 11:00 How to create value beyond expectations - reflections from the frontline, Yves Rogivue, CEO Indicia Worldwide
- 11:00 – 11:30 Networking break
- 11:30 – 12:30 How to make 10x value a mission possible - Triple Fit Award winners share their success stories and experiences. Moderated by Christoph Senn
- 12:30 – 13:30 Buffet lunch
- 13:30 – 14:00 Triple Fit Strategy - How to build lasting customer relationships and boost growth: Revealing your guiding beacon for orchestrating 10x Value
Mehak Gandhi, Head of Research & Training, Valuecreator AG and Christoph Senn
- 14:00 - 14:45 Deep-dive workshops facilitated by Team Valuecreator, focusing on burning questions such as:
-How to initiate strategic dialogue to find game-changers with your customers
-How to keep the growth momentum to orchestrate customer priorities into results
-How to involve your internal stakeholders to support as growth champions
- 14:45 – 15:15 Networking break
- 15:15 – 15:45 Panel discussion on workshop results with speakers and Q&A with audience
- 15:45 – 16:00 Outlook and closing comments, followed by farewell coffee and drinks

SPEAKERS



Yves Rogivue
Global CEO
Indicia Worldwide



Christoph Solenthaler
CEO
Sorec Group, St.Gallen



Mehak Gandhi
Head of Research & Training
Valuecreator AG



Christoph Senn
CEO Valuecreator AG and
Professor INSEAD

LOCATION

A historic brick building in industrial style, spacious, light-flooded halls with high ceiling and modern equipment: the pressing plant in Arbon presents itself as a unique location, characterized by industrial flair and urban romance

4 hours from Amsterdam, Frankfurt, Geneva, Milan, Nuremberg, Paris, and Vienna, 2 hours from Innsbruck, Munich, and Stuttgart, 1 hour from Zurich, 15 min. from St.Gallen

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