

AMA-Forum 2023: Auftakt zum gemeinsamen Gestalten der Zukunft

Die AMA-Marketing hat für ihre Arbeit drei neue Eckpfeiler definiert: Taktgeber, Taktgeber, Kommunikation, Partnerschaft



AMA_Forum_2023_TM_0539.jpg

8 Ug·5 A 5!: cfi a ']gh·Y]b·5 i ZhU_h·ZØf·X]Y·HU_h[YVYffc``Y·XYf·5 A 5!
A Uf_Yh]b["'8 Yf·5 i ZhU_h·gc``'9]bV`]W_']b 'i bgYfY·GhfUhY[]Yž·]b
i bgYfY·A U» bU\a Yb·[YVYb·i bX·Ui WX·Y]b·5 i ZhU_h·ni 'bYi Yb
: cfa Yb·XYf·DUfhbYfgWXUZh·gY]b ž·a]h·X]YgYb·K cfhYb·`Y]hYhY·
7\f]gh]bU·A i hYbh\U`Yf!G]dY_'XUg·5 A 5!: cfi a '&\$&' 'Y]b"

HchgWXb][ž'AccgVfi[[Yf'ibX'<cfl'U`gGdYU_Yf'ibX'; ÀghY'VY]a'5A5':cfia

 \pm g[YgUa h'bU\a Yb'fi bX'*) \$'; AghY'j cf'Cfh']b'XYf' $5F \pm 5B5$ ']b'XYf GYYghUXh'K]Yb'Vnk "'cb`]bY'hY]`"'J cf'nU\`fY]WXYb

I bhYfbY\a Yf.]bbYb i bX'J YfhfYhYf.]bbYb'XYf'[YgUa hYb K YfhgW\ÒdZ b[g_YhhY'gck]Y' \delta hYfYggYbgj YfhfYhYf.]bbYb i bhYfghf]W\Yb'6i bXYga]b]ghYf'BcfVYfh'HchgW\b]['i bX' \scgYZ A ccgVfi [[Yfž'DfÀg]XYbh'XYf'@UbXk]fhgW\UZhg_Ua a Yf'² ghYffY]W\ZXYb'5dY``XYf'bYi Yb'; YgW\ÀZhgZØ\fYf]b'XYf'5A 5!A Uf_Yh]b["

@UbXk]fhgWXUZhga]b]ghYf'BcfVYfh'HchgWXb][.:ibXUaYbh'ZØf'[ihY'KY]hYfYbhk]W_`ib[[YgWXUZZYb

 $8 \text{ Ug}^{5} \text{A} 5!$: cfi a ']gh'Y]b'<][\`][\h']a '? U`YbXYf'XYf @YVYbga]hhY`VfUbWXY'i bX'Y]bY'k]WXh][Y'D`UhhZcfa žia '7\UbWYb i bX'< YfUi qZcfXYfi b[Yb'ni 'VYqdfYWXYb"; YfUXY'XYf'fi qq]qWXY 5b[f]ZZq_f]Y[']b'XYf'I _fU]bY'\Uh'X]Y'6YXYi hi b['Y]bYf j Yf`Àgg`]WXYbž'_f]gYbZYghYb'5[fUfdc`]h]_']b'XYb'A]hhY`dib_h [YfØW_h ž·VYhcbhY·@UbXk]fhqWkUZhqa]b]qhYf·BcfVYfh·HchqWkb][" | | bgYfY @UbXk |fhgW\UZh | Y\Ofh |b 6Yni | Ui ZBUW\\U`h|| _Y |hž EiU`]hÀhibX'H]Yfkc\`niXYb']bhYfbUh]cbU`Yb'Gd]hnYbfY]hYfb" I bgYf'N]Y`']gh'Ygž'X]Y'\c\Yb'GhUbXUfXg'ni 'g]W\Yfb'i bX'g]bbj c`` k Y]hYf'Ui gni VUi Yb'''[Ya Y]bgUa 'a]h'XYb'6fUbWXYb'i bX'XYf'5A 5! $AUf_Yh]b[U^gHU_h[YVYf^A]hXYfBc[Y^YXYg^5A5]; YgYhnYg$ \UVYb'k]f'XUg'5A 5!A Uf_Yh]b[VY]hfU[ggmghYa 'VfY]hYf'Ui Z[YghY``h ibX^Z@f^X]Y^Ni_ibZh^[Yf@ghYh"^8Ybb^bif^XifW\^VYghaO`[`]W\Y 6Yk YfVi b['i bgYfYf'ei U`]hUh]| '\cWk Yfh][Yb'@YVYbga]hhY` YffY]WXYb'k]f'K YfhqWXÒdZib['ZØf'ibgYfY'6UiYfbZUa]`]Yb'ibX i bgYfY'FY[]cbYb z'gc'HchgW\b][z'XYf'g]W\'VY]'A]W\UY\\6\Ugg'ZØf gY]bYb''U\fY`Ub[Yb'9]bgUhn'VYXUb_hY'i bX'Ui Z'k Y]hYfY'[i hY Nigua a YbufvY]ha]hXYfbYiYb; YgWAZngZØ\fYf]bgYhnh. A]h $7 f]gh]bUAihYbhVYf!G]dY_k]fXX]Y5A5!AUf_Yh]b[UiWX]b$ Ni _i bZh^]bbcj Uh]j Y^K Y[Y^[Y\Yb^i bX^bYi Y^5_nYbhY^gYhnYbži a ?cbgi a Ybh|bbYb i bX ?cbgi a YbhYb '_ØbZh|['bcW\ 'ghÀf_Yf'ni YffY]WXYb"

@UbXk]fhgWX UZhg_Ua a Yf DfAg]XYbh ≈gYZ
A ccgVfi [[Yf. A YbgWX Yb ZØf fY[]cbU`Y
? cbgi a YbhgWX Y]Xi b[Yb VY[Y]ghYfb

I bgYfY 6Ài Yf]bbYb i bX 6Ui Yfb ``YVYb]b NY]hYb YI hfYa j c`Uh]`Yfž']bhYfbUh]cbU`Yf'i bX'dfY]ggYbg]V`Yf'A Àf_hY"'; `Y]W\nY]h][g]bX^]a a Yf^k Yb][Yf^A YbgWkYb^a]h^XYf^`UbX!^i bX Zcfghk]fhgWX UZh`]WX Yb '5fVY]h'j YfhfUi h'i bX 'XUXi fWX ']b 'XYf OZZYbh`]WXYb'8]q_i gg]cb'`Y]WXh'ni 'j Yfi bg]WXYfb"'J]Y`Y'K ØbgWXY ibX:cfXYfib[Yb'g]bX'b]W\h'bif']b'XYf'`UbXk]fhqW\UZh`]W\Yb DfUl]g'b]W\h'i a gYmVUfž'gcbXYfb'_`UZZYb'Ui W\cZh'a]h'XYa ?Ui Zi Yf\U`hYb'k Y]h'Ui gY]bUbXYf"'5```XUg'g]bX'<YfUi gZcfXYfi b[Ybž X[Y] b 'qhUf_Ygž'dfcZYgg]cbY``Yg'i bX']bbcj Uh]j Yg'A Uf_Yh]b['i bX 5 i Z_`Àfi b['YfZcfXYfb ž'VYhcbhY'A ccgVfi [[Yf"' 9g'a i gg'i bg [YaY]bgUa bcW. VYggYf [Y`]b[YbžXYb AYbgWXYb VÀiYf`]WXY 5fVY]hžEiU`]hÀhqdfcXi_hYibX'nigÀhn`]WXY'@Y]ghib[Yb'ZØfX]Y $; YgY^gWUZhbAYfniVf]b[Yb^fYU^gh]gWXz^gYUiVk ØfX][ibX$ j YfhfUi YbgV]`XYbX"'K]f'a ØggYb']\bYb'nY][Ybž']b'k]Y'j]Y`Yf`Y] <]ba]Wkha]Y ij cb XYf VÀi Yf]WkYb 5fVY]h dfcZ]h]YfYb ObbYbžkYbb</pre> g]Y'VYkiggh'fY[]cbU`Y'?cbgiaYbhqWXY]Xib[Yb'hfYZZYb"'9g'aigg _`Uf`gY]bž'XUgg`\Ò\YfY`5bZcfXYfib[Yb`]b`XYf`DfcXi_h]cb`ibX ÒghYffY]WX]gWXY'GhUbXUfXg'bifaÒ[`]WX'g]bXž'kYbb'X]YgY 9fnYi [b]gqY'Ui W\'[Y_Ui Zh'k YfXYb'i bX'Y]bY'Ub[Ya YggYbY 5V[Y`hi b['ZØf'X]Y'6Ài Yf]bbYb'i bX'6Ui Yfb'Vf]b[Yb"

 $8] Y GhfUhY [] Y i b X [Yd UbhYb A U b U A Yb XYf 5A 5! A Uf_Yh]b [i bhYfa Ui YfhY XYf fYbca a] YfhY Ni _i b ZhgZcfgW Yf Hf]ghUb < cfl] b gY]b Ya U cfhfU ['ØVYf X] Y <math>+$ bhYfYggYb i b X A ch]j Y XYg ? cbgi a YbhYb XYf Ni _i b Zh" E i U]hAh gW \A [h E i Ubh]hAh i gc \Ui hYh XUg ? fYXc XYf ? cbgi a YbhYb "U cf U Ya fY [] cbu Y i b X gca]h Ui W \O_c c [] gW Y DfcXi _hY k YfXYb XYb A YbgW Yb]a a Yf k]W h] [Yf" 5i W k Ybb X] Y +b Z Uh] cbg \U [Y X] YgY 8 mb Ua]_ Yhk Ug j Yf \Ub [gUa hz X] Y Ni _i b Zh]gh \] Yf [Yk]gg" +a ? cbhYl h j cb DfcXi _hYb k]fX j]Y j cb HfUbgd UfYbn [YfYXYhz]b XYf F YU]hAh k c Ybb ? cbgi a YbhYb UVYf b]W h VY] YXYf ? Ui ZYbhgW Y]Xi b [Yk][b UWX fYWX YfWX]YfYb z cV g]Y]\ fY ? Ui ZYbhgWX Y]Xi b ['[i hYb ; Yk]ggYbg hfY ZZYb _ObbYb" +bgc ZYfb VfUi W h Yg a Y\ f XYbb Y XUg ; ØhYg]Y [Y z i a XUg 6 Y X Øf Zb]g XYf A YbgWX Yb i b X XYg A Uf_hYg ni Y]b Ub XYf in i ZØ\ fYb"



5A 5 A Uf_Yh]b[. 8]Y 9W_dZY]`Yf. HU_h[YVYfž?ca a i b]_Uh]cbg\Ui gž'DUfhbYfgW\UZh

I bgYf'[Ya Y]bgUa Yg'N]Y`a i gg'Yg'gY]bž'XUg'JYfhfUi Yb'XYf?cbgi a Ybh.]bbYb']b'X]Y'fY[]cbU`Y'@UbX!'i bX
@YVYbga]hhY`k]fhgW\UZh'Xi fW\'[`Ui Vk ØfX][Y'?ca a i b]_Uh]cb'ni
g]W\Yfb'i bX'k Y]hYf'ni 'Yf\Ò\Yb"'A Y\f'K YfhgW\ÒdZi b['Xi fW\'\c\Y
K YfhgW\Ahni b['i bX'JYfhfUi Yb. '8 Ug'\]`Zh'XYb'6Yhf]YVYb"'5``Y]bY
_`ObbYb'XUg'X]Y'6Yhf]YVY'b]W\h'`Y]ghYbž'[Ya Y]bgUa '_ObbYb'k]f
Yg ž'gc'A i hYbh\U`Yf!G]dY_"

$8]Y^5A5!AUf_Yh]b[^\Uh^ZØf^]\fY^5fVY]h^XfY]^9W_dZY]^YfXYZ]b]Yfh.$

- %" 8]Y 5A 5!A Uf_Yh]b[']gh 8 9F 'UbYf_UbbhY HU_h[YVYf ni f GhY][Yfi b['XYf'; ØhY'] cb @YVYbga]hhY`b"
- &" 8]Y 5A 5!A Uf_Yh]b['Ybhk] W_Y h'g]W\ 'ni a ?ca a i b]_Uh]cbg\Ui g"
- ' " 8]Y 5A 5!A Uf_Yh]b['U[]Yfh'U`g'6]bXY[`]YX Ybh`Ub['XYf K YfhgW\ OdZ b[g_YhhY"

HU_h[YVYf. K Yfh XYf @YVYbga]hhY`gc``]a A]hhY`di b_h ghY\Yb

5`g`UbYf_UbbhYf`HU_h[YVYf`XYf`6fUbW\Y`i bX`]b`XYf`; YgY``gW\UZh k]fX`X]Y`5A 5!A Uf_Yh]b[`XYb`K Yfh'j cb`@YVYbga]hhY`b`]b`XYb A]hhY`di b_h`fØW_Yb`i bX`XUa]h`Ui Z`X]Y`k Yfh[YVYbXYb 9][YbgW\UZhYb`Zc_i gg]YfYb"`?cbgi a Ybh]bbYb`nY][Yb'j Yfa Y\fh #bhYfYggY*Ub*XYf*DfcXi _h]cbgk Y]gYž*Ub*XYf*H]Yf\U*hi b[*i bX*Ub
5gdY_hYb*XYg*?*]a UgWki hnYg**8Yg\U*V*k]fX*[Ya Y]bgUa *a]h*XYb
j YfgWk]YXYbYb*6fUbWkYb*j YfghÀf_h*Ub*XYf*8]ZZYfYbn]Yfi b[*XYf
E i U*]hÀhgdfc[fUa a Y*[YUfVY]hYh**8Ug*5A5!; ØhYg]Y[Y**k]fX*XUg
E i U*]hÀhg!*i bX*<Yf_i bZhgdfc[fUa a 'ZØf*X]Y*6fY]hY*V*Y]VYbž*g]Wk
UVYf*]a *?cbhYl h*ni *H]Yfk c**i bX*?*ja UgWki hn*k Y]hYfYbhk]W_Y*b*
HY]**i bgYfYg*[YgYhn*]WkYb*5i ZhfU[Yg*]gh*Ui Wk*XUg*6YhfY]VYb
Y]bYg*Zi b_h]cb]YfYbXYb*?cbhfc**gmghYag**8Ug*\UVYb*k]f**Àb[ghž
k YfXYb*Yg**YXcWk**bcWk*k]f_gUa Yf*[YghU*hYb**i bX*ni gÀhn*]Wk**Ui Z
DfÀj Ybh]cb**gYhnYb**z*_ØbX][h*AihYbh\U*Yf!G]dY_**Ub**</pre>

5A 5!A Uf_Yh]b['k]```ni _ØbZh]['Ui Z'?ca a i b]_Uh]cbgYhnYb

Ni f'HU_h[YVYffc``Y'[Y\Ofh'Ui W\ž'bYi Y'K Y[Y']b'XYf?ca a i b]_Uh]cb'Y]bni gW\`U[Yb"'8]Y'5A 5!A Uf_Yh]b['k]fX'g]W\
_ØbZh]['U`g'?ca a i b]_Uh]cbg\Ui g'YhUV`]YfYb"'8i fW\
ZU_hYbVUg]YfhY'\DZcfa Uh]cbYb'k]fX'g]Y'X]Y'G]W\hVUf_Y]h'XYf
@Y]ghi b[Yb'XYf'@YVYbga]hhY`kYfhgW\OdZi b[g_YhhY'Yf\O\Yb'i bX
X]Y'6Y_Ubbh\Y]h'gck]Y'; `Ui Vk ØfX][_Y]h'XYf'5A 5!
Ei U`]hÀhgdfc[fUa a Y'ghY][Yfb"'A]h'\U`hi b["Uh'ki fXY'XYf'YfghYGW\f]hh'[YgYhnh"

DUfhbYfgWXUZhYb'Ybh`Ub[XYf K YfhgWX Òd Zi b[g_YhhY'Ui ZVUi Yb

 $8 \ Yf \ Xf]hhY \ "9W_d \ ZY] \ "Yf \ Zc_i \ gg] \ Yfh \ "Ui \ Z'XYb \ "5i \ gVUi \ "XYf \ ghf \ UhY[]gWX \ Yb \ DUfhb \ YfgWX \ UZhYb \ "Yb \ h`Ub[\ "XYf \ K \ YfhgWX \ Od \ Zi \ b[\ g_YhhY " \ "9g \ VfUi \ WXh \ k]YXYf \ a \ Y \ f'_c \ bghf \ _h]j \ Yb \ "5i \ ghUi \ gWX " \ "5`g \ YfghYb \ "GWXf]hh \ "XUZØf \ z \ k]fX \ "X]Y \ "5A \ 5!A \ Uf_Yh]b[\ "]b \ "XYb \ "b \ A \ cb \ UhYb \ "Ni \ _i \ b \ Zhg! \ 8 \]U`c[\ Y \ "]b]h]]YfYb"$

8]Y 6fUbWXY]a 'Ni _i bZhgX]U`c['Ua '5A 5! : cfi a

A]h'XYa '8]U'c['ghUfhYhY'X]Y'5A 5!A Uf_Yh]b['[`Y]W\'VY]a '5A 5! $\text{cfi a "'G]Y' \ c`hY'JYfhfYhYf.}]bbYb'XYf'6fUbW\Y'ni a$

8]g_i gg]cbghY]`bY\a Yf.]bbYb'k UfYb.

- GhYZUb'@bXbYfž'@UbXk]fh'i bX'CVa Ubb'6Yf[`UbXa]`W
- BcfVYfh'A UfW\Yfž'; YgW\\\AZhgZØ\fYf'XYf'\\\AUfW\Yf'; Yga V
- 9j U'FcqYbVYf[ž'@AbXYfWXYZ]b'J =9F'D: CH9B'2 ghYffY]WX
- A Ufh\U'GW\i `hnž'Hci f]gh]_Yf]b'i bX'J]nYdfÀg]XYbh]b'XYg K?²
- 7\f]ghcd\'HUa UbX`ž'; YgW\ÀZhgZØ\fYf'XYg'
 : UWXj YfVUbXg'@YVYbga]hhY`\UbXY`
- A UbZfYX'K Y]b\UddY`ž'5W_YfVUi Yf'i bX'@Y]hYf'XYf
 DZUbnYbdfcXi _h]cb'XYf'@UbXk]fhgW\UZhg_Ua a Yf
 B]YXYfÒghYffY]W\"

K]f'U``Y'VfUi WXYb'k]YXYf'a Y\f': U]fbYgg' 'ni a 'K c\``XYf@UbXk]fh]bbYb'i bX'I bhYfbY\a Yf.]bbYbž'XYf'5fVY]hbY\a Yf.]bbYb i bX'?cbgi a Ybh.]bbYb'i bX'VYgcbXYfg'ni a 'K c\``XYf'H]YfY'''K]fU``Y'VfUi WXYb'Y]b'dUfhbYfgWXUZh`]WXYg'A]hY]bUbXYfž'i a 'X]Y Ei U`]hÀhgdfcXi _h]cb']b'U``']\fYb'5i gdfÀ[i b[Yb'ni 'g]WXYfb'i bX k Y]hYfni Ybhk]W_Y`b ž'fi Zh'A i hYbh\U`Yf!G]dY_'XUni 'Ui Zž'X]Y Ni _i bZh'XYf'@UbX!'i bX'@YVYbga]hhY`k]fhgWXUZh'[Ya Y]bgUa 'ni [YqhU`hYb"

6Ygi WXYb G]Y i bg Ui Z. ZY]gWXi bXWc "Uh