

PRESS RELEASE

BrandTrust goes SXSW: Learning Journey to the
World's Largest Digital Conference

Nuremberg/Austin: Getting out of your own comfort zone, being inspired by unfamiliar, successful future business sectors, and soaking up the impulses of the world's largest digital conference, the South by Southwest (SXSW), live and on location. That is the purpose of the 6-day learning journey the management consultancy BrandTrust and clients will embark on from March 6 to 11.

The digital transformation impacts today's business models in different forms and at varying degrees of intensity. "Questioning experience and belief patterns and one's own actions – even when everything is going well – this is what sets apart outstanding entrepreneurs and top managers," says BrandTrust founder Klaus-Dieter Koch. This is why he initiated this project and is inviting clients to join him on an inspirational and informative journey to Austin/Texas.

The main purpose of the trip is to visit the SXSW, but the BrandTrust Learning Journey actually begins two days before: The agenda lists exclusive meetings with founders from the startup scene in Austin, as well as interaction with successful entrepreneurs in the Texan metropolis. The "hottest city for startups" (Fortune Magazine) is at the top of the National Startup Index, even ahead of California cities.

The program of the SXSW, the largest, most bewildering, and most exhausting digital conference worldwide, then offers a barely manageable number of lectures, performances, discussion rounds, or elevator pitches to high-profile jurors. Our guides provide recommendations and select the highlights from the 24 different topic categories of the SXSW Conference, one of which is of course "Brand & Marketing".

Technology brand expert Jürgen Gietl and Brand-Touchpoint specialist Christoph Hack of BrandTrust will also be going to Austin. The BrandTrust experts will report on their impressions at the SXSW in Tweets and Videos.

Reservations for the SXSW 2019 can be submitted to
eva.stockhausen@brand-trust.de.

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About BrandTrust

BrandTrust is the leading management consultancy for effective brands in the German-speaking Region. In 11 Industry Competence Centers, the teams of consultants advise market-leading clients on the development and implementation of regional and global brand strategies aimed to systematically and sustainably increase the profitability and growth of their brands. Many of our clients are Fortune 500, DAX 30, M-DAX, ATX und SMI companies in Germany, Austria, Switzerland, and Northern Italy. BrandTrust is active a cross the globe and, in addition to its main locations in Nuremberg and Vienna, operates offices in Zurich and Ljubljana.

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