



## Brand Camp 2

January 27th to January 29th 2013 in Obergurgl in the Austrian Alps

hosted by the

**University of Innsbruck – Brand Research Laboratory**

The University of Innsbruck – Brand Research Laboratory invites 35 academic colleagues for its second “Brand Camp” in the Austrian ski resort Obergurgl. The Brand Camp is a 2 day conference to which participants bring a research report or an inspiring idea from which the audience composes the conference program on the spot according to their current interests (cf. <http://en.wikipedia.org/wiki/BarCamp>).

The Brand Camp offers the opportunity to share branding insights, to learn of current developments, to work with like-minded colleagues, and to develop ideas and projects together that may shape future branding research. Topics of interest include, for example:

- new (not yet fully developed) branding concepts
- personal reflections on current branding issues
- thought provoking branding questions
- possible future branding research directions
- extraordinary brand consultancy experiences
- novel approaches and research methods in branding

Interested academics submit a one page summary of their idea to share, explore, and discuss at the Brand Camp to [brand-lab@uibk.ac.at](mailto:brand-lab@uibk.ac.at). The submission deadline is **September 25<sup>th</sup>, 2012**. The submission should indicate the intended

- topic,
- format: presentation (with focus on answers) or roundtable (with focus on questions), and
- participants' contact details and positions.

A committee of Brand Lab researchers and external members will review the submissions based on their potential to spark interest and inspire brand researchers. A maximum of 35 contributions can be accepted. Based on these contributions, participants will compose the conference program directly at the Brand Camp. The flexible format will also leave space for smaller group meetings and discussions. PhD students have the opportunity to discuss their research in a “one-on-one-talk” with a senior expert (please note in your submission if you are interested in this offer).

Obergurgl is one of the most stunning mountain sceneries in the world and is a prime destination for winter sports in Austria. The Brand Camp takes place at the Universitätszentrum at an altitude of 1930 meters above sea level, just a few steps away from ski lifts and slopes. The facility provides a unique and inspiring atmosphere for generating fresh ideas, developing new projects and fostering intellectual exchange with academic colleagues. Accommodation including breakfast and dinner costs € 117 per person/night in a single room and € 88 per person/night in a double room. Participation (including all other meals, transport ex Innsbruck and social program) will be sponsored by our partner Swarovski.

For further questions do not hesitate to ask Katharina Husemann ([katharina.husemann@uibk.ac.at](mailto:katharina.husemann@uibk.ac.at)) for issues related to the content of the Brand Camp, and Verena Brown ([verena.brown@uibk.ac.at](mailto:verena.brown@uibk.ac.at)) for issues related to organizing your stay. We are looking forward to stimulating branding reflections in the heart of the Austrian Alps!