

Reconnect, Rediscover, Reignite: Inaugural MSc Marketing Alumni Day

Marketing Disrupted by AI: Leading the Transformation

WU Vienna | May 16, 2025

[Register [here](#) by April 15th!]

The Marketing Department at WU Vienna invites its alumni back to campus for the inaugural MSc Marketing Alumni Day. We have curated a day packed with learning, networking, and celebration, allowing you to tailor your experience with two distinct sessions:

1. AI Workshop: Position Yourself as an AI in Marketing Leader (9am-1pm)

- **Limited Spots Available!**
- Kickstart your day with an exclusive, hands-on AI Workshop led by renowned thought leader, Prof. Dr. Siham El Kihal.
- Gain practical knowledge and skills to navigate the rapidly evolving AI-driven marketing landscape.
- **Benefit:** Receive an official WU Vienna certificate for this external training, a valuable asset for your professional development and potential employer reimbursement.
- **Act Fast:** Space is limited and allocated on a first-come, first-served basis. Secure your spot now!
- **Investment:**
 - Early Bird fee (until March 15, 2025): €680
 - Regular fee (after March 15, 2025): €780

2. Alumni Conference (2pm-6pm) & Gala Dinner (7pm): Hear from the Experts of AI-Driven Marketing

- **Learn, connect, and celebrate!**
- Join us for the Alumni Conference (2pm-6pm) and hear from a dynamic lineup of thought leaders and fellow alumni who are shaping the future of marketing with AI.
- **Speakers:**
 - Michael Bach (MLOps Lead & Senior Data Scientist | A1 | graduated 2018)
 - Prof. Dr. Siham El Kihal (Institute for AI in Marketing Analytics | WU Vienna)
 - Prof. Dr. Martin Schreier (Institute for Marketing Management | WU Vienna)

- Tea Smlatic (Business Insights Manager | AstraZeneca | graduated 2017)
- Cap off the day with an unforgettable evening of connection and celebration at the beautiful Sperling im Augarten (7pm).
- Enjoy a high-quality dining experience with a carefully curated menu, complemented by exquisite wine selections, in an elegant setting.
- **Benefit:**
 - Reconnect with classmates, faculty, and forge new relationships with fellow alumni and current students.
 - Partially sponsored: The MSc program and the Marketing Department generously sponsor this event to keep your fee as low as possible.
- **Investment:**
 - Early Bird fee (until March 15, 2025): €80
 - Regular fee (after March 15, 2025): €100

End the day with a great after-dinner party, organized by WUMA!

**Don't miss this opportunity to be at the forefront of marketing's AI revolution.
Register today!**

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