

**Information:**

The EUCO 2023 is organised by the [Institute for Communication and Marketing IKM](#) at HSLU under the direction of Prof. Dr. Matthes Fleck.

We deal with current topics in the field of marketing, communication, and digital management. In education and training, we rely on the latest findings from science and discuss current challenges facing everyday business life. Practical relevance and interdisciplinarity are our priorities. The IKM conceives and realises applied research and development projects in close cooperation with industry partners who benefit directly from the knowledge gained.

Team:

Prof. Dr. Matthes Fleck (Head IKM)

Dr. Vidya Allemann-Ravi (EUCO Programme), Prof. Ursula Stalder (EUCO Programme), Olivia Rutishauser (EUCO Administration), Sonja Wüest (EUCO Administration)

The organisers can be contacted at [euko2023@hslu.ch](mailto:euko2023@hslu.ch).

**Dates and Times**

The EUCO Annual Conference 2023 will take place from Thursday, 19 October 2023, 1pm, to Saturday, 21 October 2023, 11.30 am.

**Hotels**

For the EUCO, rooms can be booked at special rates in the following hotels:

- Hotel [Continental](#) with promo code « HSLU-EUKO2023»
- Hotel [Cascada](#) with promo code « HSLU-EUKO2023»

For your hotel reservation at daily rates, please contact Lucerne Tourism, 041 227 17 27, [hotels@luzern.com](mailto:hotels@luzern.com) or book online at [www.luzern.com](http://www.luzern.com), under "Bookings."

When you check into your hotel, you will receive the Lucerne Guest Card. The guest card allows you to benefit from free use of bus and train in tariff zone 10 (2nd class, not valid for boat trips) in the city of Lucerne, as well as a wide range of discounts for mountain railways, museums, and excursions in the Lucerne-Lake Lucerne Adventure Region.

In addition, you can connect free of charge to the WLAN network "Free WiFi - LUZERN.COM" at various locations in the city of Lucerne. You can find more information at [www.luzern.com/gaestekarte](http://www.luzern.com/gaestekarte)

Here you can find additional accommodation in Lucerne:

- [Lucerne Youth Hostel](#)
- [backpackers lucerne](#)

**Location**

The EUCO Annual Conference 2023 takes place at the Lucerne University of Applied Sciences and Arts, located directly at Lucerne train station. The address is: Zentralstrasse 9, 6002 Lucerne ([Google Maps](#)). The venue is barrier-free. For further information, please contact the conference team or the "[barrier-free](#)" contact point at the Lucerne University of Applied Sciences and Arts.

**Travel Information**

The Lucerne University of Applied Sciences and Arts is located in the building of the [Lucerne train station](#). We recommend arriving by train. In addition, the station parking P1, P2 and P3 are available for people arriving by car. You can find more information on our [website](#).