

Information:

The SACM Annual Conference 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 from everyday business life. Practical relevance and interdisciplinarity are our priorities. The IKM conceives and realises applied research and development projects in close cooperation with practical partners who benefit directly from the knowledge gained.

Team:

Prof. Dr. Matthes Fleck (Head IKM)

Philipp Bachmann (SACM Annual Conference Programme), Richard Moist (SACM Annual Conference Programme), Olivia Rutishauser (SACM Annual Conference Administration), Fabio Sandmeier (SACM Annual Conference Programme), Sonja Wüest (SACM Annual Conference Administration)

The organisers can be contacted at sgkm2023@hslu.ch.

Dates and Times

The SACM Annual Conference 2023 takes place on April 20th and 21st from 08:30 to 17:00 at Zentralstrasse 9 in Lucerne.

- The Keynote Speeches take place at the beginning of each day.
- The optional dinner takes place on April 20th in the evening. Attendance requires an additional ticket.
- A get-together will be held in an informal setting on April 19th in the evening at the «Oase» at Zentralstrasse 9 in Lucerne. Attendance requires an additional ticket.

Hotels

For the SACM Annual Meeting, a hotel contingent of 5 Comfort single rooms and 5 Comfort double rooms are available at the Hotel Waldstätterhof at special rates until **March 20th, 2023**. Guests register individually with the keyword "HSLU-SGKM2023" at the Hotel [Waldstätterhof](#) (info@hotel-waldstaetterhof.ch, +41 41 227 12 71).

In addition, rooms can be booked at special rates at the following hotels:

- Hotel [Continental](#) with promo code «SGKM2023»
- Hotel [Cascada](#) with promo code «HSLU-SGKM2023»

For your hotel reservation at daily rates, please contact Lucerne Tourism, 041 227 17 27, hotels@luzern.com or book online at www.luzern.com / "Bookings".

When you check into your Lucerne hotel, you will receive the Lucerne Guest Card. With the Lucerne Guest Card, you benefit as an overnight guest in Lucerne 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 have the opportunity to connect free of charge to the WLAN network "Free WiFi - LUZERN.COM" at selected locations in the city of Lucerne. You can find more information at www.luzern.com/gaestekarte.

Location

The SACM 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](#). In addition, the station parking P1, P2 and P3 are available for people arriving by car. You can find more information on our [website](#).

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