

# THE PURSUIT OF HAPPINESS



**Why Purpose and Happiness  
are now key driving forces of change  
for brands and consumers alike.**



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The Marketing Society is delighted to welcome one of the leading thinkers in his field, Guy Van Liemt from the prestigious Erasmus University Rotterdam.

He will explore the power of happiness, its economic as well as emotional impact and how it can be utilised and measured by marketers. Guy will also examine the concept of 'Purpose driven brands' and the influence it having on marketing and business strategy alike.

The talk will be followed by a panel discussion and audience questions lead by Kay McCarthy, MCCP.

**Venue:** Chartered Accounts House, 47- 49 Pearse St, Dublin 2

**Date:** Thursday, 9th March, 2017

**Registration:** 7.30 am, tea/coffee & pastries will be served

**Speakers from:** 7.45am -10.00am

**Ticket Prices:** Members: €50, Non Members: €70

**Bookings:** [marketingsociety.ie](http://marketingsociety.ie)

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