

## Consumer Research Sector Team Meeting

The CEE Regional GfK Consumer Research Team met in Budapest on the 29<sup>th</sup> and 30<sup>th</sup> October 2009. The topics included the exchange of information and experience on markets, clients and tools and the introduction of the Regional Key Account Manager system which it was decided should be implemented during the last meeting a year ago. As the R-KAM system has reached the stage of implementation, the event was combined with the kick-off meeting for it where the new KAMs were introduced to the team, procedures were discussed, best practice examples were given and the next steps were set. As a guest speaker, Peter Damisch stressed the importance of this step for improved customer relationships and a further strengthening of our position in the CEE region, and guaranteed all the support required.

The meeting can definitely be called a success and a big "thank you!" goes to Otilia Dörnyej and her team at GfK Hungary for organising it. Unfortunately, the event was clouded by the tragic death of our Russian colleague Sergej Romashkin, who was involved in a fatal car accident on his way to the airport to attend the meeting. This is both personally and professionally a great loss. We mourn his death and wish to express our sympathy for his family in their loss. We will remember him as a good colleague.



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