



**Europäische Bausparkassenvereinigung  
Fédération Européenne d'Épargne et de Crédit pour le Logement  
European Federation of Building Societies**

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## **Agenda**

# **Meeting of the Housing Policy and Marketing Committee**

Rome, October 4<sup>th</sup>, 2018  
16:00 – 18:00

16:00      **Welcome, Introductory words**

Hans-Christian Vallant  
Chairman of the Committee

### **Lectures (incl. questions and discussion):**

**Digitalisation and it's impact on marketing**

Christine Antlanger-Winter  
CEO - Mindshare Austria

**Bausparen: Which benefits do customers expect from the system?**

Erich Feix  
Member of the Management Board - Prvá stavebná sporiteľňa, Slovakia

18:00      **End of the meeting**