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Previous participants to seminars and workshops range from large multinational companies in the high-tech sector to small and medium sized enterprises to new start-ups.

*ABB, Adecco, Agfa, Agoria, Alcatel-Lucent, American Medical Systems, Atlas Copco, Baltimore Aircoil, Base, Bekaert, Belgacom, Egemin, Fortis, Kappa, KBC, Kemin, KPN, Niko, Philips, Randstad, Scarlet, Scientific Atlanta, Siemens, S.W.I.F.T., Teleroute, Telindus, Transfurans Chemicals, Tredegar Film Products, Tyco Electronics, Umicore, Wolters Kluwer, Xella Ytong.*

“Guy Bauwen is definitely a professional and you can see that in the way he’s facilitating the seminar and the way he’s giving feedback to each participant. I love his seminar and teaching style.”

*Ana Maria Hirtanu, The Netherlands*

“ With Guy Bauwen, a comprehensive overview of what contemporary marketing theory has to offer is not the ultimate goal. It is the starting point for an interactive , hands-on exploration of how that theory is implemented in or to be applied to a variety of cases and situations. Guy Bauwen creates the setting for you to discover what marketing is all about in an open, challenging dialogue and he will enthusiastically stimulate you to apply that newly acquired knowledge to your own projects. For Guy Bauwen, marketing is not an island, and he will make sure that the many relationships that link the marketing function to the broader business environment are clear. Guy Bauwen teaches marketing the way it should, going beyond the models and tools and into business, bringing a lot of experience to the table. I have much enjoyed his classes and truly learned the things about marketing that I needed to grow as a professional.”

*Rudi Strubbe, Belgium*

“I very much enjoyed the hands-on, personal coaching style of Guy Bauwen during the development of my business plan. Guy helped me to look at my business idea critically thanks to his no-nonsense, interactive and challenging approach which were both inspiring and motivating. His step-by-step logical approach throughout the entire process as well as the use of practical tools and marketing models helped me exceed even my own expectations. Many thanks!”

*Birgit Serruys, Belgium*

“Guy Bauwen confirms you in each seminar the reasons why you want to be studying marketing. His passion for what he is doing, such as his broad knowledge about strategic and operational aspects related to marketing, make his seminar one of the most valuable of the whole program.”

*Martha Rzeppa, Germany*

“ After all those years of education, this seminar opened my eyes and excited me for the first time. Guy Bauwen helped us building a bridge between what we already had learned and the key topics that are discussed in modern marketing. This seminar made me realize marketing is relevant and sexy.”

*Rosa Boomsma, The Netherlands*