



LOCAL HERO





HELLO!

Commercialpolis
St.Gallen-meeting
September 24 – 28, 2018



1940 KM

1030 KM

611 KM

601 KM

HELLO

1303 KM

1781 KM

WELCOME TO ST.GALLEN

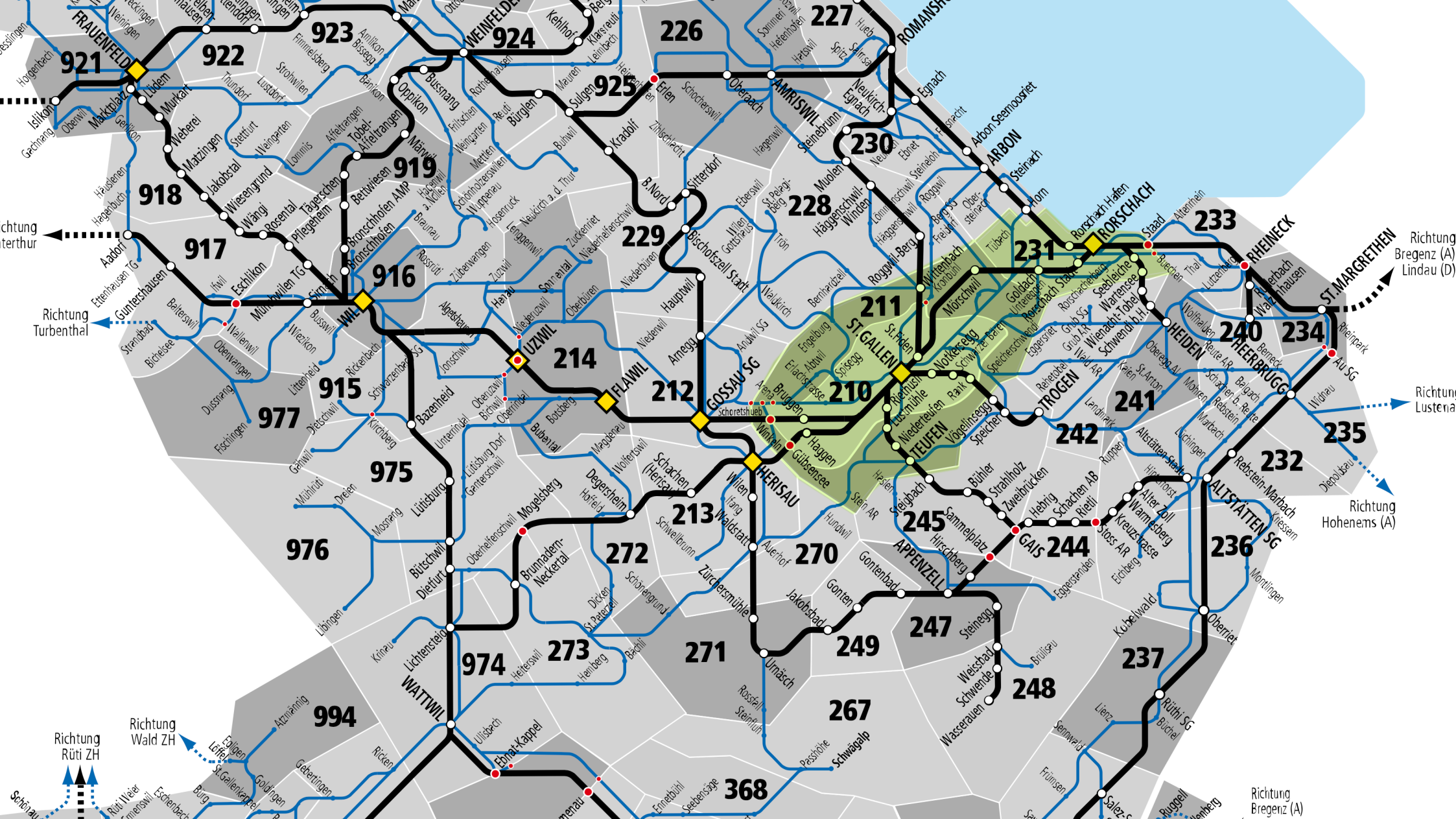
The charm of St.Gallen's old town is spell-binding. The Abbey of St.Gallen with its magnificent baroque cathedral, the abbey library and its lapidarium are just as impressive as the winding lanes bejewelled with bay windows and the palatial residences, villas, factories and museums.

All were built in the heyday of the textile industry at the turn of the century. These are harmoniously punctuated by modern architectural treasures including Santiago Calatrava's emergency services centre and the Pfalzkeller, and the «Stadtlounge» by Pipilotti Rist and Carlos Martinez.



OFFEN







08.30 H // AULA, GBS ST.GALLEN, DEMUTSTRASSE 115

Opening ceremony: Welcome, about commercialpolis,
Overview of program, Organizational needs

09.00 H

«It tastes like home» Part 1
Prewrite presentations and results

09.55 H

Coffee-Break

10.15 H

«It tastes like home» Part 2
Prewrite presentations and results

11.00 H

Brand ambassador «Gallus»

11.20 H

«Local hero»: Introducing the production teams and
locations

11.45 H // GBS RESTO

Lunch break

12.45 H

Journey by bus to Säntis

14.00 H // SCHWÄGALP

Cable Car to the top of Säntis
1278 – 2502 metres above sea level

14.30 H // SÄNTIS

Säntis – Peak performance
Explore the top of Alpstein

15.00 H

«Appenzellerland Tourism»
presentation and client briefing part 1

15.30 H

«Suttero»
Presentation and client briefing part 2

INFORMATION

MONDAY

16.00 H

Apéro / Degustation Suttero

16.30 H

Säntis – Team performance

Performe on the top of Alpstein,
production-team portrait / clip

17.30 H // SCHWÄGALP

Cable Car back to Schwägalp

Diving into the sunset

18.00 H

Bus-trip and hike

to Restaurant Hochhamm

19.00 H // HOCHHAMM

Commercialpolis Dinner Hochhamm

21.00 H

Bus-trip back to St.Gallen

INFORMATION
MONDAY



HAPPY MEAL

ENJOY OUR OFFERED
FOOD IN THE GBS RESTO.
USE YOUR VOUCHER.

OUTLINE

At 2501 metres above sea level, Säntis is the highest mountain in the Alpstein massif of northeastern Switzerland. It is also the culminating point of the whole Appenzell Alps, between Lake Walen and Lake Constance. Shared by three cantons, the mountain is a highly visible landmark thanks to its exposed northerly position within the

Alpstein massif. Säntis is among the most prominent summits in the Alps and the most prominent summit in Europe with an observation deck on the top. The panorama from the summit is spectacular. Six countries can be seen if the weather allows: Switzerland, Germany, Austria, Lichtenstein, France, and Italy.

08.30 H // AULA, GBS ST.GALLEN, DEMUTSTRASSE 115

Review: «Making of – Day 1»

Audio-Workshop: «What it takes to make good sound»

09.55 H

Coffee-Break

10.15 H

Keynote «Contexta»:

«Appenzeller Cheese: The secret behind a good Story»

11.00 H

Keynote «Jung von Matt Limmat»:

«Commercials: From the first scetch to the final success»

12.00 H // GBS RESTO

Lunch break

13.00 H // DIFFERENT LOCATIONS AROUND APPENZELLERLAND

Location scouting:

Travel to locations, contact with brand ambassadors,
brainstorming, storyboard, plot, test shoots

16.00 H

Snack with the host

Individual travel back to St.Gallen

18.30 H

Guided city tour (optional):

«Medival times and UNESCO world heritage»

20.00 H // KUGELGASSE 19, ROOM KG1

St.Galler-speciality-dinner

«Brootwurst und Büürli»

INSPIRATION

TUESDAY

**GOOD NIGHT
FOLKS!**



JESSICA TSCHERRIG // [CONTEXTA.CH](https://contexta.ch)

Founded and remained in the wild 68er in Bern. Always independent. Always owner-managed. This continuity affects our daily work. Long-term cooperation is far more important to us than cursory attention. We are concerned with the success of the brands and the people behind the brands. With clever strategies and extraordinary ideas, we create stories that people talk about.



DENNIS LÜCK // JVM.CH

Analytics & data, app, branding, content marketing, corporate design, corporate publishing, live communication, influencer marketing, campaign, brand strategy, media relations, programmatic creation, programmatic media, promotion, social media, viral, user experience

08.30 H // KUGELGASSE 19, ROOM KG1

Getting ready for production:

Instructions for production day, A/V-Material, food

09.00 H // DIFFERENT LOCATIONS AROUND APPENZELLERLAND

Travel to location, production and shooting

12.00 H

Lunch break

13.00 H

Production and shoot ...

Individual travel back to St.Gallen

DINNER IN THE CITY

organized by each country itself

time to socialize – clubbing trischli

**ADVICE – ASK FOR
RECOMMENDATIONS**

PRODUCTION

WEDNESDAY

LOCATIONS

OCHSEN, SCHWELLBRUNN

offers space for 65 people,
selection of home-made meat

KRONE, SPEICHER

high quality at reasonable prices,
seasonal, regional and supprises

ANKER, TEUFEN

culinary delights from simple to
very different, alpstein-view

HEIDI UND SIGI BROGER, URNÄSCH

Text auf englisch liefern
xx

GERNBEIZLI, BÜHLER

Text auf englisch liefern
xx

BERGWIRTSCHAFT BLATTENDÜRREN, URNÄSCH

Text auf englisch liefern
xx

08.30 H // MEDIALOUNGE, GBS ST.GALLEN, DEMUTSTRASSE 115

Review: «Making of – Day 2 and 3»
Instructions for post-production-day,
Getting ready for post-production,
Workspaces

09.00 H // MEDIALOUNGE, ROOM KU276, ROOM KU280

Post-production

12.00 H // GBS RESTO

Lunch break

13.00 H

Post-production

17.45 H // ONLY FOR TEACHERS, AULA GBS ST.GALLEN

GBS annual teacher-assembly:
«An interactive evening with friends»

19.30 H // GBS FOYER

Commercialpolis food-journey:
A stand-up dinner through seven countries

Finish post-production and clubbing Elephant Club

POST

THURSDAY

HOPTSACH DE HOND
ISCH GSOND!



08.30 H // AULA, GBS ST.GALLEN, DEMUTSTRASSE 115

Instructions for presentation-day
Getting ready for presentations,
technical checks

09.15 H

Informations about
Commercialpolis Madrid-meeting,
prework-asseignement

09.30 H

Coffee-break

10.00 H

Review: «Making of St.Gallen-meeting»

10.15 H

Presentations «Local hero»-Productions

12.00 H

Farewell

12.30 H // GBS RESTO

Lunch-break

14.00 H

Train to Zurich Flughafen

TIME TO SAY
GOODBYE :(

PRESENTATION

FRIDAY



- ❑ BRING YOUR OWN DEVICE
- ❑ WE USE SWISS FRANCS AS CURRENCY
- ❑ CREDITCARDS ARE MOSTLY ACCEPTED
- ❑ DON'T FORGET A RAINCOAT
- ❑ WE'RE FAMOUS FOR OUR WATCHES – BE ON TIME
- ❑ USE THESE FIVE WORDS TO BE POLITE:
«GRÜEZI», «ADIEU», «DANKE», «BITTE», «EXGÜSI»
- ❑ BUS NR. 5 «RIETHÜSLI» BRINGS YOU DIRECTLY TO OUR SCHOOL
- ❑ BEER IS ALLOWED OVER 16, SPIRITS OVER 18
- ❑ YOU'LL GET A FREE TRANSPORT CARD AT YOUR HOTEL
FOR PUBLIC TRANSPORT AROUND ST.GALLEN
- ❑ COMMUNICATION IS THE KEY – PLEASE ASK
- ❑ LEARNING MEANS DOING
- ❑ RESPECT THE QUALITY OF YOUR PARTNERS
- ❑ IT'S ALL ABOUT THE ATMOSPHERE – HAVE FUN

CHECK- LIST

