



Klaus Kobjoll

Highly Successful Entrepreneur



CSA CELEBRITY SPEAKERS

Klaus Kobjoll is regarded as one of the most successful businessmen in Germany, famous for his established Country Hotel and Creative Centre Schindlerhof in Nuremberg. He is the winner of the European Quality Award for Independent SME's 1998, Paris. His work has helped internationally competitive businesses to develop and assist tourism organisations to deliver memorable experiences for visitors.

"A true business visionary"

In detail

Klaus Kobjoll began his career when he established himself as self-employed entrepreneur starting the "Crêperie Rennaise" in Erlangen in 1970. Throughout the 1970's and 1980's he opened several restaurants including a French Bistro called "Café des Arts", a jazz cellar with live music called "Strohalm" and a restaurant called "Prison St. Michel" in Nuremberg. He is the co-founder and honorary chairman of the "Landidyll" co-operative hotel project, currently with 70 member organisations in Germany, Austria and France and he is a regular lecturer in Marketing at courses for a hotelier's degree at the Swiss Hotelier's Association (SHV).

What he offers you

With visitor expectations constantly rising, Klaus Kobjoll offers innovative strategies to deliver memorable visitor experiences that are increasingly important that the industry uses. He explains the importance of being able to anticipate and react to global trends. Klaus also demonstrates that whatever your location, whatever your size, innovation is key to your long term business success.

How he presents

Klaus Kobjoll's deeply enthralling presentations focus on various essential elements of running a successful business.

Topics

Developing Tourism Businesses using Trends and Innovation
Motivation, Service Marketing
Scheduling
Bio-structural Analysis
Soft Management for Associations, Co-operative Projects and Industry
Holistic Business Management

Languages

He presents in German or English.

Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

How to book him?

Simply phone, fax or e-mail us.

Publications

1998

Virtuoses Marketing: Erfolgsgeheimnisse eines Trendsetters

1997

Motivaction: Begeisterung ist übertragbar