



## Klaus Kobjoll

Highly Successful Entrepreneur

*"A true business visionary"*

Klaus Kobjoll is regarded as one of the most successful entrepreneurs in Germany, famous for his established Country Hotel and Creative Centre Schindlerhof. He is the winner of the European Quality Award for Independent SME's 1998, Paris.

### 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.

### PUBLICATIONS:

- 1998** Virtuoses Marketing:  
Erfolgsgeheimnisse eines  
Trendsetters
- 1997** Motivaction: Begeisterung ist  
übertragbar

### 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). His work has helped internationally competitive businesses to develop and assist tourism organisations to deliver memorable experiences for visitors.

### 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.