

REGISTRATION

Brand Strategy in an Omnichannel World Certificate Programme 2026

(Language: English)

DATES

10–12 September 2026 (Thursday to Saturday)

PERSONAL DATA

<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>	<input type="text"/>
Ms	Mr	Title	Date of Birth (DD/MM/YYYY)
<input type="text"/>			<input type="text"/>
First name			Last name
<input type="text"/>			<input type="text"/>
Address			ZIP Code, City/Country
<input type="text"/>			<input type="text"/>
Phone number (country code, area code, phone number)			E-Mail*
<input type="text"/>			<input type="text"/>
Company/Employer			Position / employed since

*Please provide an e-mail address for personal communication and for sending course materials, appointment invitations and the certificate. Appointments are sent via a collective mailing list so that other course participants can see your e-mail address. Your first and last name, as well as your role and position, will be listed in the course participant list to facilitate exchange and networking among participants. If you do not agree with the publication of this information, you can object to the inclusion of your data in the participant list at any time.

TUITION FEES

I hereby bindingly register for the Brand Strategy in an Omnichannel World certificate programme:

- Regular participants (programme fee € 1.690,00)
- (CR)EMBA alumnus/alumna from the UCBS (special conditions)
- Graduate of a certificate programme from the UCBS/Graduate from the University of Cologne (10% discount)
- Discount code (*please enter corresponding discount code*):
- (Discounts can not be combined).

The programme fees are exempted from German VAT. The fees include course attendance, comprehensive seminar materials and catering. Not included in the price are any hotel services and travelling expenses.


ADDITIONAL INFORMATION

How did you become aware of the programme?

- UCBS graduate/University of Cologne graduate
- Recommendation
- Newsletter
- LinkedIn
- Internet search (e.g. Google)
- Other:

BILLING ADDRESS

If different from the above address:

<input type="text"/>	
Company	
<input type="text"/>	<input type="text"/>
Department	Contact person
<input type="text"/>	<input type="text"/>
Address	ZIP Code, City/Country
<input type="text"/>	<input type="text"/>
Phone number (country code, area code, phone number)	E-Mail
<input type="text"/>	
Date (DD/MM/YYYY)	Signature of contact person

CONSENT FORM

By signing this registration form, I bindingly register for the programme and accept the general terms and conditions (GTC). These include the processing of personal data (see paragraph 5 of the GTC) in accordance with the guidelines of the GDPR as well as the payment and cancellation conditions.

<input type="text"/>	
Location, Date (DD/MM/YYYY)	Signature of participant

Thank you for sending the signed registration form via Email to ucbs-exe-edu@uni-koeln.de You will receive detailed programme information and an invoice for the tuition fees with your registration confirmation.

General Terms and Conditions (GTC) Certificate programmes

(1) Certificate of Participation

Participants receive a certificate of completion if they take part in the entire programme and a certificate of participation if they successfully completed single courses and paid the full course fee. The certificates are sent in digital form. A certificate can be sent as hard copy upon request.

(2) Online Lessons

By registering and signing the registration form, participants agree that the seminars/programme planned in presence can also be carried out virtually/ via webcam if this is necessary for reasons of force majeure (e.g. natural disasters or disease epidemics), or when seminars have to be canceled due to restrictions by the Authorities or can not take place on site due to health risks.

(3) Cancellation of the Programme/Seminars

If a seminar or programme can not take place due to a low number of participants or other compelling reasons (e.g. illness of the lecturer), the participants will be refunded the full course fee. Any additional costs (e.g. cancellations costs for hotels already booked or travel costs) will not be refunded.

(4) Postponement of the Programme/Seminars

UCBS reserves the right to postpone the dates of programmes/seminars for compelling reasons (e.g. illness of the lecturer). If participants are unable to attend the new date(s), the course fees will be refunded. The course fees will not be refunded if the participant is unable to attend the booked programme/seminar for reasons he/she is responsible for.

(5) Data Protection

The personal data specified in the registration form, in particular name, e-mail address, phone number are required solely for the purpose of carrying out the resulting contractual relationship and are collected on the basis of Art. 6 Para. 1b) GDPR. This data is stored on the UCBS server and can only be viewed by authorised persons. For the purpose of organizing the event, certain data (e.g. name, role, position, and, if applicable, e-mail address) may be made accessible to other participants of the same event, for example through participant lists or group mailing lists in order to facilitate communication and networking within the group. The processing is carried out solely for organizational purposes of the event. Participants can object to the publication of their data in the participant list or mailing list at any time. The personal data will under no circumstances be passed on to third parties. Any further data collection will only take place with your consent.

(6) Use of Photo and Video Material

By registering and signing the registration form, participants agree and authorise UCBS and all persons acting on their authority to use, reproduce, duplicate and publish photo and video material taken from participants during seminars and events for editorial, commercial and marketing purposes. These activities include flyers, brochures, online and offline advertisements/ posts on social media (e.g. Facebook, Xing, LinkedIn) and display material used at trade fairs and university events (e.g. roll-ups and posters). The photo and video usage rights bound to this contract include any reproduction, distribution and publication and exist without a time limit. The right to use the photo and video material can be revoked by the participant at any time with future effect.

(7) Payment and Cancellation Conditions

The programme or seminar fee is due within 14 days after receipt of the invoice. Payments must be made to the UCBS account (IBAN: DE43370502990000447003 | BIC: COKSDE33XXX | Bank: Kreissparkasse Köln). Registration cancellations must be made in text form. If a programme or seminar can not be attended and it is not possible to find a replacement, the following cancellation regulations apply: Withdrawal up to eight weeks (56 calendar days) before the start of the programme/seminar is free of charge. For cancellation received up to four weeks (28 calendar days) before the start of the programme/seminar, 25% of the course fee is due; if cancellation is received between four and two weeks in advance (14 calendar days) 50% of the course fee is due; if cancellation is received later, the full course fee must be paid. If replacement participants should be suggested, please contact us in time. If a participant is unable to attend the course for reasons within their own responsibility (including illness or failure to attend), they are not entitled to any refund or reduction of the course fee.