

GEV General Assembly 2026

Event Program

4. February 2026

from 15.30 h
16.15 h

Welcome coffee **BANKETTSAAAL**
Tour of the Hotel **MEETING PLACE: BANKETTSAAAL**

17.30 h



Guest lecture Prof. Dr. Axel Buether:
“The mysterious power of colors. How they affect our well-being, health and motivation to act”

BANKETTSAAAL

18.45 h



Short address by Stefan Neuberger, Chairman of the GEV Board, to welcome attendees to the joint dinner

ROTUNDE

19.00 h

Joint dinner
ROTUNDE

5. February 2026

9.00–9.50 h

Marketing Workshop **EMICODE®**
BANKETTSAAAL

10.15–13.00 h

General Assembly
BANKETTSAAAL

From 13.00 h

End of the official part
Refreshments and farewells
BANKETTSAAAL



VENUE

Hotel Steigenberger Petersberg
Petersberg, 53639 Königswinter
Phone: +49 2223 74-422
www.petersberg-steigenberger.com

GUEST SPEAKER

Prof. Dr. Axel Buether is one of the most important representatives of modern evidence-based color psychology in the German-speaking world. At his institute, he combines scientific research with practical applications for businesses and society. In lectures, consultations and projects, he demonstrates how colors shape human perception, behavior and decisions, and how they can be effectively used to promote human well-being and health as well as brand identity and sustainable success.

DAS SIEBENBURGE

From Hotel Steigenberger Petersberg, hiking trails lead through lush forests, past viewpoints and medieval castle ruins. Very popular: the route to the ruins of Heisterbach Monastery, or the ascent to Drachenfels, one of the seven hills, with views of the Rhine Valley.

CONSENT

Photos are likely to be taken during the event. By participating, we assume that you agree to potentially being depicted in photos. Please let us know if you do not wish to be photographed. Thank you!

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