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LUC HELLEMANS

CEO, Lantis



CATHEDRAL THINKING AS AN ANTIPODE TO SHORT-TERM THINKING



October 07,
2024



18h00
19h30



S.UB2.252A -
Auditoire LAMEERE

Luc Hellemans, CEO of Lantis, takes you behind the scenes and the motives behind the mega project De Oosterweelverbinding. What started as 'good infra' evolved into 'infra for good'. This evolution did not happen overnight. Luc Hellemans gives his view on how to realise mega projects in a world seemingly dominated by short-term thinking, individual interests and conflicts. And contrary to what you might think at first glance, this is very relevant for marketers.

This seminar is conducted as part of the
Advanced Marketing Management course (GESTS403 & GESTS489),
under the supervision of Dr. Sandra Rothenberger.