

## Trainer

The team of the AGOF Academy consists of Marion Kalusch, Head of the Academy, and the two trainers Carola Frost and Frank Heublein.

All three have long-standing practical experience and expertise. From their own experience they know about the needs and requirements of media agencies and marketers. At the same time, they have been involved with AGOF for a long time and have fundamentally influenced the development of the internet facts study and TOP.

### **Marion Kalusch - Head of the AGOF Academy**



Marion Kalusch (37) is an expert in strategic media planning. Through working for IP Germany in a managerial capacity and as a media planner for MediaCom she has extensive experience in the field of marketers and media agencies. She is a certified Flextrain trainer and has been working as an active trainer for a long time. Among other roles, she has acted as a consultant and designer of media workshops at the IP Academy and at industry events (TV-Wirkungstag-Neukundenforum). At AGOF, Marion Kalusch was the spokesperson for the expert group 'Data for Media Planning' (as of 2008: OPC - Online Media Planning Commission) from 2004 until August 2008.

### **Carola Frost**



Carola Frost (37) is an expert in strategic media marketing. She held managerial positions

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at TOMORROW FOCUS AG, Condé Nast publishing house and Gruner + Jahr. Additional experience with MediaCom (organisational and marketing consultant) covers the customer perspective. Today, Carola is a media consultant active in developing marketing activities on strategy, organisation and training. As a founding member of the Board, Carola has been involved with AGOF for a long time.

Please visit [www.carola-frost.de](http://www.carola-frost.de) for more information on Carola Frost and her scope of activities.

## Frank Heublein



Frank Heublein (40) is an expert in market research, market media, online media and marketing. In his managerial role with the international special interest media house, IDG Communications, his main responsibility was to develop and market IDG's web sites. Therefore, he has developed a wealth of strategic experience from a marketer's perspective. Today, Frank works as a consultant on research topics in the field of marketing. By supporting and integrating the IDG web sites into the AGOF system, Frank has been involved with AGOF since 2005.

Please visit [www.fhm3s.com](http://www.fhm3s.com) for more information on Frank Heubelin and his scope of activities..

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