

VIVIAN HECKER



Expert on Business Etiquette, Communication & Fine Dining Culture

Head of Marketing at the Hamburger Abendblatt

Vivian Hecker is an expert in style and modern etiquette. As Head of Marketing at the Hamburger Abendblatt, she shapes the strategic development of the brand with a special focus on culinary and cultural experiences. At the same time, as a board member of the German Etiquette Society and certified trainer for business etiquette, she contributes her expertise in the areas of style and contemporary communication.

Vivian Hecker is responsible for numerous projects at the Hamburger Abendblatt, including the magazine Knigge. Moderne Tipps für Beruf & Alltag and various food magazines. These publications inspire the readership for regional cuisine, promote culinary exchange and strengthen the brand's world of lifestyle and products. With almost 30 years of experience in event management, she also manages around 200 events every year - from exclusive dinners in Michelin-starred restaurants to large-scale events.

Her many years of experience make Vivian Hecker a sought-after expert in etiquette and modern behaviour. She knows that many people are unsure whether they are behaving correctly in all situations, whether they know the current rules of etiquette and whether they are communicating appropriately.

In her lively and humorous presentations and workshops, she provides valuable answers to these questions. She gives practical advice on how to present yourself confidently and politely, why knowledge of etiquette is so important and how it can be applied in a purposeful way. Those who behave confidently and respectfully not only strengthen their own charisma, but also gain the trust of others. Vivian Hecker impressively conveys how respect, politeness, empathy and appreciative communication promote long-term relationships - both professionally and privately. Her credo: face every situation with style and confidence.