

Thursday 4th of December

BAM

MARKETING CONGRESS

	PLENARY STAGE				
	STAGE A	STAGE B			
	STAGE 1	STAGE 2	STAGE 3	STAGE 4	TELENET Reboot yourself and your phone
08:00 - 09:00	Doors open & Breakfast				
09:00 - 09:15	> Opening day 1				
09:15 - 10:00	> Rory Sutherland (UK) Finance is from Mars, Marketing is from Venus.				
10:00 - 10:30	> Christian Van Thillo - DPG Media How we can safeguard diversity, quality journalism and local relevance in a world increasingly shaped by algorithms and platform power?				
10:30 - 11:00	> Ann Wauters The power of teamwork: Lessons from the court to the workplace.				
11:00 - 11:30	30” Coffee Break				
		Orbit by PuB			
11:30 - 12:00	> Liz Salway - Empathy Lab CMO as Chief Machine Officer? Leading the AI Revolution in Marketing.	Alexandre Helson - Dandoy What if... biscuits could help shape a more desirable world?	Corentin Donneaux & Hubert de Cartier - UNIVERSEM From Search to Conversations (GEO): How AI is reshaping the way consumers find your brand?	Gill Otte - Addretail If your brand can't adapt, it deserves extinction.	10:00 - 11:00 > Dr. Aisha Cortoos Keeping your balance: Investing in mental wellbeing and mental performance go hand in hand
12:05 - 12:35	> Katelen Perez T'Sejen - Flexmail From automated email to real connection: here's how you do it.	Elisa Le Breton-Morlet - Havas Re-Think, Re-Sell, Re-Consume. Second hand as the next growth engine.	Max Goudsmet & Yasin Hadnan - CM.com How the arrival of AI agents is profoundly transforming the marketing landscape	Nicola Tillin - WARC Brand as a multiplier – why CMOs need a fresh approach to performance.	11:00 - 12:00 > Marie Loop Focus is the new gold: How to reduce stress and increase productivity in a distracted world
12:40 - 13:10	> Sophie Maxwell Brown (UK) - WeWantMore BUILT TO LAST: WHAT BUSINESSES CAN LEARN FROM THE LONGEVITY MINDSET	Marion Meyvis - Oxfam Sustainability in the food supply chain – Against all odds.	Siebert Dierickx & Michael Renier - Multiminds & Colruyt What happens when retail giants think small to learn fast: The Xtra CDP story.	Cristina Meniuk & Fred Baker - IBM Game On: How AI Transforms Sports into Personalized Marketing at Scale?	
13:10 - 14:10	1h Lunch Break				
	> Dennis De Cat - Fightclub 10 Use case for A.I. marketing (processes) you can start using tomorrow	Olivier François - Too Good To Go Marketing a purpose driven brand.	Jurgen Foré Inside the Peloton Economy: How a WorldTour Team Creates Value.		14:00 - 15:00 > Yasmin Vantuykom Who's the boss? You or your notifications?
	> Peter Van Wijnaerde - Springbok Medieval strategies for modern brands.	Laurence Herbert - Puratos Gerd Callewaert - Ipsos Belgium From Insights to Impact: Turning Tomorrow's Trends into Today's Marketing Power.	4 Unicorns Alessandro Mazzocchi - Odoo Sébastien Deletaille - Rosa Matthias Geeroms - Lighthouse Stijn Christiaens - Colibra		15:00 - 16:00 > Prof. Lode Godderis Connect to Disconnect – The Science of Focus in a Hyperconnected World
15:15 - 15:45	30” Coffee Break				
15:45 - 16:15	> Talia Wolf More ""data"", more tools = more distractions.				
16:15 - 16:45	> Average Rob - Tout Bien Tout va Bien.				
16:45 - 17:30	> Tom Fishburne The funny side of marketing: Avoiding the customer journey to nowhere.				
17:30 - 20:00	Networking drinks & bites with DJ Ward				

Friday 5th of December

BAM

MARKETING CONGRESS

	PLENARY STAGE				
	STAGE A	STAGE B			
	STAGE 1	STAGE 2	STAGE 3	STAGE 4	TELENET Reboot yourself and your phone
08:00 - 09:00	Doors open & Breakfast				
09:00-09:15	> Opening day 2				
09:15-09:45	> Prof. Jenni Romaniuk Distinctive Assets: Addressing the tension between Consistency and Modernisation.				
09:45-10:30	> Tom Roach Building big from lots of littles.				
10:30-11:00	> Carla Johnson Applied curiosity: The hidden power behind breakthrough ideas.				
11:00 - 11:30	30” Coffee Break				
11:30 - 12:00	> Inti De Ceukelaire Magical Hack	Jochen Sablon - Universal From friendship Bracelets to Billions: Taylor Swift's Strategy for Scaling Cultural Capital to Win.	Alice Van Damme - Google Human curiosity is limitless.	Gauthier Mine - Displayce Winning the attention game: How programmatic DOOH helps brands cut through the noise?	10:00 - 11:00 > Dr. Aisha Cortoos Keeping your balance: Investing in mental wellbeing and mental performance go hand in hand
12:05 - 12:35		Ahmed Imzil - Pitohy Agility, Speed, and Storytelling: The Perfect Triangle of Modern Video.	Astrid Mattelaer & Sascha Van Der Borgh - Publicis Cross-Channel Storytelling, narratives that transcend platforms. The vital role of people in effective storytelling.	Sophie Massart - Chouffe How to Reposition a Strong, Beloved Brand: The Chouffe Story.	11:00 - 12:00 > Yasmin Vantuykom Who's the boss? You or your notifications?
12:35 - 13:30	1h Lunch Break				
13:30 - 14:00	> Oleksii Erinchak & Veerle De Witte Marketing a bookstore in wartime. Culture as resilience.		Ivan Fernandes The Collapse of the Old, The Rise of What's Next.		13:45 - 15:00 > Katlijn Nijsman Unplug to re-connect – Learn to disconnect
14:05 - 14:35	> Dado Van Peteghem SCALE vs SOUL: HOW TO WIN WHEN EVERYONE PLAYS AI?		Nikki Trott Sacred Business: Nine principles to transform yourself, redesign business & impact the world.		
14:35 - 15:00	30” Coffee Break				
15:00 - 15:30	> Max Joseph & Kris Hoet The Evolution of Branded Storytelling: From Control to Collabs				
15:30 - 16:00	> Shauna Dewit Beyond the Hashtag: Building Genuine Connections Online				
16:00 - 16:45	> Fernando Machado BE AFRAID. BE VERY AFRAID. BUT DO IT.				
16:45 - 16:50	> Closing Steven				
16:50 - 18:00	Networking drinks & bites				

10:00 - 11:00 > Dr. Aisha Cortoos Keeping your balance: Investing in mental wellbeing and mental performance go hand in hand
11:00 - 12:00 > Yasmin Vantuykom Who's the boss? You or your notifications?
13:45 - 15:00 > Katlijn Nijsman Unplug to re-connect – Learn to disconnect
15:15 - 16:15 > Steve Daponte Focus is the new gold: How to reduce stress and increase productivity in a distracted world
16:15 - 16:30 > Joren Dondayne - PIT & PIT Eating better in a busy world