

Thursday 8th of December

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| 11h45 | Krist Pauwels - From sensation to sensitive economy (Choco) | 15h05 | COFFEE BREAK |
| 12h20 | Trui Lanckriet & Sarah Owsik - Marketing beyond the limits of the human mind (Mediahuis & The Data Agency) | 15h40 | Edouard Wattel - How to navigate through the storm? (Samsonite) |
| 12h50 | LUNCH BREAK | 16h15 | Lucile Gouvernel & Cédric Béord - Demystify the gamers persona and win them over! (87seconds) |
| 14h00 | Johan Hellemans - Which brands fail, and which brand prevail? (WPP Belgium) | | |
| 14h35 | Lies Taerwe & Dirk Blondeel - Pricing in times of crisis: how you and your customer can win in recessive times (House of Marketing) | | |

Friday 9th of December

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| 11h15 | Andy Serdons - How to find clarity in uncertainty? (Google Belgium) | 14h00 | Kerstin Lomb - Bias does exist in digital advertising and its mitigation is possible! (IBM) |
| 11h45 | Tim Karpisek - How to turn a crisis into opportunities (iO) | 14h30 | Tatiana Degimbe - Showcase: How to deliver seamless personalised journeys that consumers expect (Adobe) |
| 12h15 | Jimmy Moe - Stop marketing without videos! (Pitchy) | 16h00 | Afterwork drink with DJ Buscemi |
| 13h00 | LUNCH BREAK | | |