








Stage B - Friday May 6

9.45 10.30	Jonah Berger	How to change anyone's mind	
11.00 11.30	Marc Raisière & Guillaume Boutin	Collaborative trends for Innovation	 
11.35 12.05	Oana Maria Camenita	MarTech: time for a real talk on personalisation	
12.10 12.40	Zehra Sayin & Tomas Sweertvaegher	Sustainabla Inclusion is a real vision	 
14.00 14.40	Steve Harrison	Our politics dictate the ads we create and distance us from our audience	
14.35 15.05	Sophie Crosby	Marketing Transformation, leading through change	
15.10 15.40	Thomas Kolster	Purpose is failing - The Hero trap	
16.05 16.35	Hassan Al Hilou	Stop crying - the power of diversity	
16.40 17.10	Arne Quinze	Art as Connector in our Public Spaces	

Stage A - Friday May 6

11.00 11.30	Hai Quach Van	3D Brand Experiences - An alternative or a real revolution?	
11.35 12.05	Christophe Jauquet	Health is the most meaningful consumer value	
12.10 12.40	TBC		
14.00 14.40	Filip Lemaitre	From a grey tsunami to a silver reservoir	
14.35 15.40	1. Jolien Schelstraete & Anouck De Schrijver 2. Emna Everard	Belgian Marketing Awards : Young Belgian Company of the Year + Belgian Marketing Company of the Year	  
16.05 16.35	Yasmin Vantuykom	Snackable videos : the way to viral conversations on social media	

Stage M - Friday May 6

11.00 11.30	TBC		
11.35 12.05	Stéphane Buisseret	Marketing and Sustainability: embrace the paradox!	
12.10 12.40	Ingrid Tiggelovend	Leverages for a credible and inclusive communication	
14.00	Eva Vandenberghe & Leon Theune	When changing product package	 
	Sophie Blum & Rollo McIntyre	Discovering trends and innovations in food	 
	Deniz Sariyildiz & Mauro Fusco	First AI to predict sports advertising effectiveness	 
15.40	Karolien Smets	The art and science of building irresistible brands	
16.05 16.35	Justin Mol	HLN new service domains & How HLN caters to their readers	