

Thursday 8th of December

11h45	EMBRACE INSIGHTS - moderated by Tom De Ruyck	14h25	Liesbeth Delmote - Showing diverse images is not enough. Xandres tells the story of every woman. Diversity and inclusiveness is not a trend, but a must
11h50	Jeroen Sabbe - Every crisis is different: how insights are crucial for Telenet in times of economic uncertainty (Telenet)	14h45	Linde Brewaeys - Lucky again! How de Kringwinkel makes targetgroups more visible.
12h15	Julie Kerkhof & Damien Rogival - From strategy to action – driving sustainable growth (Danone)	15h05	COFFEE BREAK
12h40	Panel Discussion with Tom De Ruyck, Jeroen Sabbe, Julie Kerkhof and Damien Rogival	15h40	EMBRACE SUSTAINABILITY - moderated by Nicolas Lambert
12h50	LUNCH BREAK	15h45	Jonathan Hall - From sustainability commitments into brand action (Kantar)
14h00	EMBRACE INCLUSIVE DIVERSITY - moderated by Hanan Challouki	16h05	Joeri Moons & Thomas Lejeune Debarre - Involve all stakeholders to create a butterfly effect (Decathlon)
11h15	Els Lagrou & Klaartje Galle - "A supermarket for everyone: RamAHdan at home by Albert Heijn and Accenture Song"	16h20	Panel discussion with Wim Vermeulen, Joke Claessen, Arnaud Tasiaux, Jonathan Hall, Joeri Moons and Thomas Lejeune Debarre

Friday 9th of December

11h15	EMBRACE WEB3 & Metaverses - moderated by Maarten Leyts	14h00	EMBRACE LEADERSHIP - moderated by Dominique Vercraeye
11h20	Maarten Leyts - Generation (Z)ALPHA in Meta - Steps to hyper-physicality (Trendwolves)	14h05	Liesbeth Dillen & Emily Rammant Trust in Turbulent Times (Yin United)
11h45	Nick Decrock - Get saddled up for the Wild Wild Web3 (49/Meta Ventures)	14h35	Lieve Pattyn - The Power of Purposeful Marketing – the North Star in uncertain times (EG)
12h15	Marijke Wouters & Kevin De Mulder - The Why-How-What of Web3 : a Studio 100 case study	16h00	Afterwork drink with DJ Buscemi
13h00	LUNCH BREAK		