

PLENARY STAGE

Thursday 8th of December

10h00	Paul Gérard - Yaka! Osez voir grand (L'Echo)	14h00	Mieke De Ketelaere - AI - The good, the bad & the ugly (IMEC)
10h30	Joe Pulizzi - Turning Uncertainty into Opportunity	14h35	Vincent Pierquet - How to turn uncertainty into authenticity (TikTok)
11h15	COFFEE BREAK	15h05	COFFEE BREAK
11h45	Lucas De Man - I don't know. Neither do you. So let's go. (Biobased Creations)	15h40	Dr. Wayne Visser - Thriving: From Sustainability Spin to Net Positive Impact (Univ. of Cambridge)
12h20	Krist Pauwels - From sensation to sensitive economy (Choco)	16h15	Myriam Blanpain - Retail 2023: how to make it a winning year?
12h50	LUNCH BREAK	16h50	Claus Raasted - How to make uncertainty work for you? (College of Extraordinary Experiences)

Friday 9th of December

9h30	Clo Willaerts - The Future of Marketing: chaos or amazement?	13h00	LUNCH BREAK
10h00	Sara Riis-Carstensen - Building a Meaningful Brand. Brick by brick (former Lego)	14h00	Philip Maes - Too many difficult buzzwords during this congress? No worry, here's the solution
10h45	COFFEE BREAK	14h15	Jürgen Ingels - Start Grow Sell: some lessons learned (Smartfin)
11h15	Brice Le Blevennec - How you can save the world (Emakina)	14h45	Rik Vera - Houston we have a problem!
11h45	Omar Mohout - Marketing as a beacon of sustainable growth in times of extreme uncertainty (Nova Reperta)	15h15	Average Rob - Stop working, start creating!
12h15	Silvia Garcia - Marketeers! For success sake, care for your happiness (former Coca-Cola)	16h00	Afterwork drink with DJ Buscemi

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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		

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11h45	Krist Pauwels - From sensation to sensitive economy (Choco)
12h20	Trui Lanckriet & Sarah Owsik - Marketing beyond the limits of the human mind (Mediahuis & The Data Agency)
12h50	LUNCH BREAK
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)

15h05	COFFEE BREAK
15h40	Edouard Wattel - How to navigate through the storm? (Samsonite)
16h15	Lucile Gouvernel & Cédric Béord - Demystify the gamers persona and win them over! (87seconds)

Friday 9th of December

11h15	Andy Serdons - How to find clarity in uncertainty? (Google Belgium)
11h45	Tim Karpisek - How to turn a crisis into opportunities (iO)
12h15	Jimmy Moe - Stop marketing without videos! (Pitchy)
13h00	LUNCH BREAK

14h00	Kerstin Lomb - Bias does exist in digital advertising and its mitigation is possible! (IBM)
14h30	Tatiana Degimbe - Showcase: How to deliver seamless personalised journeys that consumers expect (Adobe)
16h00	Afterwork drink with DJ Buscemi

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11h45	Tim Friebe - Don't convert leads, cultivate brand ambassadors (Genesys)	15h05	COFFEE BREAK
12h20	Hubert de Cartier - How can performance marketing support your brand in a volatile & uncertain world? (Universe)	15h40	Tom De Baere - Data are marketer's guts (&KOO)
12h50	LUNCH BREAK	16h15	Tatjana Raman - Meaningful logistics with respect for people and planet (Bpost)
14h00	Katelen Perez T'Seyen - 5 ways to make your email marketing more sustainable (Flexmail)		
14h35	Steven Hofmans - Deliver moments that count (Salesforce)		

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11h15	Cédric Cauderlier - As a marketer, how are you going to face the digital habits evolution? (Mountainview)	14h00	Dennis Kenis & Eveline Grosjean - How we boost omnichannel revenue & ROAS? (Fightclub)
11h45	Kevin Kielbaey, Vivian Mosselmans & Jonathan Jacoby - Carrefour Belgium x Space Media Agency x LiveRamp collaborate to build the future of advertising	14h30	Maarten Van Herck - The Future of Shopping is Social Media - Publicis
12h15	Erik Polakiewicz - Become more consumer-centric? Learn to act more like a penguin instead of a goose (Digipolitans)	16h00	Afterwork drink with DJ Buscemi
13h00	LUNCH BREAK		