

!PROGRAMME:

THURSDAY DECEMBER 6

MORNING

Doors open at 8:00

BREAKFAST & LEARN: 4P square – Teads

9:30 Opening by **Jean Cornet**, President of the Congress Inspirators and host **Marcus Orlovsky**

9:40 - 10:25 **Bob Hoffman – Ad contrarian**
Marketers Are From Mars, Consumers Are From New Jersey

TECHNOLOGY AND SPEED FIGHTING EACH OTHER

10:30 - 11:10 **Hugues Bersini – Université Libre de Bruxelles**
The two AI: conscious and unconscious

11:15 Break

11:45 - 12:05 **Alfred Levi – AholdDelhaize**
Retail media, the next marketers hope

12:10 - 12:30 **Stéphane Amarsy - Inbox**
Le marketing sera prédictif ou ne sera plus!



LUNCH + LUNCH & LEARNS

12:30 - 14:10 **Lunch & Learns: Adobe – Kunstmaan, Accenture interactive – Beyond Reason – IBM – Symeta**

AFTERNOON

14:10 **Battle of the Voices**

THE MIRACLE OF REDESIGNING RELATIONSHIPS

14:25 - 14:55 **Jos de Blok – Buurtzorg**
What creates meaningful work and meaningful marketing?

15:00 - 15:20 **Koen Delvaux – Joyn**
Connecting brands with local economy

15:20 Break

15:55 - 16:15 **Elisabet Lamote – Trooper**
How to realise an efficient marketing campaign for a brand, and at the same time be socially involved?

16:20 **Marketer of the Year's point of view [FR]**



16:45 - 17:20 **Tom Goodwin – Zenith Optimedia**
Advertising for the Post Digital Age

17:20 **BAM Networking Drink & Party**

22:00 **Closing**

FRIDAY DECEMBER 7

MORNING

Doors open at 8:00

9:05 **Opening by host Marcus Orlovsky**

09:10 - 10:00 **Simon White – FCB West**
What's the purpose of brand purpose?

CREATING HAPPINESS IN THE MIDDLE OF THE CONGRESS

10:05 - 10:35 **Ynzo Van zanten – Tony's Choclonely**
The story of an unusual chocolate bar

10:35 Break

11:15 - 11:35 **Ellen Kegels – LN Knits**
Sustainable fashion and the importance of storytelling

11:40 - 12:10 **Christophe Fauconnier – Innate Motion Group**
Happiness is creating value as people, with people, for people

12:15 **Marketer of the Year's point of view [NL]**



12:40 - 13:00 **Award Announcement Belgium's New Brand of Year 2018**

LUNCH + LUNCH & LEARNS

12:55 - 14:30 **Lunch & Learns: 87Seconds – Actito – Clear Channel – MCS – RAAK**

AFTERNOON

14:30 - 14:40 **90 seconds startup presentations**

DEATH AND RISE OF MEDIA TYCOONS

14:45 - 15:25 **Franklin Foer - The Atlantic**
The Existential Threat of Big Tech

15:30 - 16:00 **Xavier Huberland - RTBF**
RTBF Journey: content first

16:05 - 16:30 **Yaser Bishr – Al Jazeera**
How is the media doing in the Middle East



16:35 **Peter Schelstraete – Ubuntu**
The Architect of Value

17:00 **Closing**

“THE MEANINGFULNESS! OF MARKETING:

The Belgium Association of Marketing wants to put Meaningful Marketing at the heart of brands. Because more meaningful marketers will build more meaningful brands. Brands that have a positive impact on consumers' and collective wellbeing. Brands that resonate with employees. Brands that generate wealth for their owners. Sounds ambitious, challenging, demanding? For sure. But we always look at the bright side of life.

!THE MEANINGFUL SUB-THEMES:

Think sometimes that technology makes things change [too] fast? Yet today's pace of change is the slowest that we will face in the years to come. Speakers of this session will reveal some more disruption that is just around the corner and that will impact our profession and force us to review quickly and in-depth our role, mission and competencies. Frightening? Thrilling? In any case prepare to have your mind blown off.

We will look at brands and companies that are redefining their relationship with their clients; companies that go beyond buzzwords such as customer-centricity to really [re]design their way of doing business by starting from clients' needs and aspirations.

Big or small, some companies have built their fortune on one cornerstone: guarantee fairness and create happiness for their clients, their suppliers, the society in general. Come, get inspired by their stories and even participate in them.

Editors-in-chief used to decide which piece of news would come on the front page. Algorithms have now taken over that role, and likes and shares have become more important than readership and viewership figures. So media brands seem to have lost the edge as their priority is cracking algorithms to come on top in Facebook or Twitter streams. But not all media brands are prepared to give up. We have invited some of those at the forefront of the counter-attack to share their plans.