

MORNING

Doors open at 08:00

08:15 – 09:15 **BREAKFAST & LEARN:** Teads

09:30 Opening by **Jean Cornet**, President of the Congress Inspirators and host **Marcus Orlovsky**

09:40 – 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 – Beyond Reason – IBM – Kunstmaan, Accenture interactive – Symeta | Colruyt – Private lunch Bob Hoffman**

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 **Aude Mayence – Delhaize**
Marketer of the Year's point of view



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

17:30 **Book & Learn: "Meaningful Marketing"**

17:30 **BAM & Learn: "Digital Maturity Benchmark"**

17:30 **BAM Networking Drink & Party**

22:00 **Closing**

MORNING

Doors open at 08:00

08:30 – 09:00 **BREAKFAST & LEARN: Marketing for the Mad Wo/men of Tomorrow**

09:05 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 Chocolonely**
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 **Mieke Debeerst — Belfius**
Marketer of the Year's point of view



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

LUNCH + LUNCH & LEARNS

13:00 – 14:30 **Lunch & Learns: 87Seconds – Actito – Clear Channel – RAAK – 4P square – Mad Kings**

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**