

# PROGRAMME

## THURSDAY 05/12

### MAIN STAGE ▾

09.45  
10.00

#### WELCOME SPEECH

10.00  
10.45

#### LEADING WITH VALUES

Keynote Chris Jackman - Levi Strauss & Co

10.45  
11.00

#### TIME TO CHANGE ROOMS

11.00  
12.00

#### MEANINGFUL MASTER HERMAN TOCH - FLRISH: PURPOSE & VALUE

- WITH GUESTS: Merijn Everaarts - Dopper, Olaf Elderenbosch - Elho,  
Kris Michiels - Unilever

12.00  
13.30

#### LUNCH

13.30  
14.30

#### MARKETER OF THE YEAR AWARDS 2019:

Presentation of the 6 nominees

14.30  
15.00

#### ARMY OF FRIENDS

Keynote Ann Maes - FLRISH

15.00  
15.45

#### THE BRAIN SCIENCE BEHIND EFFECTIVE MARKETING

Keynote Roeland Dietvorst - Alpha.one

15.45  
16.00

#### TIME TO CHANGE ROOMS

16.00  
17.00

#### MEANINGFUL MASTER PIERRE-NICOLAS SCHWAB -

#### INTOTHEMINDS: PERSONAL & TRUST - WITH GUESTS:

Maxime Delmas - Creapills, Mesut Kaya - Delft University

17.00  
17.45

#### BREAK

17.45  
18.30

#### MEANINGFUL MARKETING MIRACLE\$ IN THE NEW GALACTIC AGE

Keynote Chris Burggraeve - Vicomte LLC

18.45  
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#### MARKETER OF THE YEAR AWARDS 2019: OFFICIAL CEREMONY

FOLLOWED BY WALKING DINNER IN THE MARKETING VILLAGE

# PROGRAMME

## FRIDAY 06/12

### MAIN STAGE

09.30  
09.45

#### WELCOME

09.45  
10.00

#### KOEN VAN IMPE, PRESIDENT OF THE BELGIAN ASSOCIATION OF MARKETING

10.00  
10.45

#### A BETTER COFFEE FOR EVERY CUP

Keynote Frédéric Larmuseau - JDE Coffee

10.45  
11.15

#### BREAK

11.15  
12.15

#### MEANINGFUL MASTER PIETER DAELMAN - BEDENK: HOLISTIC & COLLABORATION - WITH GUESTS:

Peter's Jongers - Protime, Katleen

De Stobbeleir - Vlerick Business School

12.15  
13.15

#### LUNCH

13.15  
13.45

#### SHOPPABLE VIDEO: DOES IT WORK, DO PEOPLE WANT IT AND WHO WILL BE THE WINNERS

Keynote Paul Lee - Deloitte

13.45  
14.15

#### AGE OF HUMANS

Keynote Mark Melling - Verizon

14.15  
14.45

#### BREAK

14.45  
15.15

#### FROM CONFUCIUS TO TENCENT AND ALIBABA; WHAT CAN WE LEARN FROM HOW THE CHINESE BUILD THEIR BRANDS?

Keynote Jacco ter Schegget - Publicis Groupe

15.15  
16.00

#### INNOVATION THAT STICKS

Keynote Lars Sudmann - TedX speaker

16.00  
16.30

#### PLEASE FIRE YOUR CHIEF HAPPINESS OFFICER

Keynote Elke Van Hoof - Superior Health Council of Belgium

16.30  
16.45

#### GOODBYE

# PROGRAMME

## THURSDAY 05/12

### ROOM 2 ▾

11.00 **MEANINGFUL MASTER:**  
12.00 **PIETER DAELMAN - BEDENK: HOLISTIC & COLLABORATION WITH GUESTS:**  
Michael Van Damme - The forge, Ivan Cornette - Europ Assistance, Jürger Tanghe - Studio Dott.

12.00 **LUNCH IN NETWORKING VILLAGE**  
13.30

16.00 **MEANINGFUL MASTER:**  
17.00 **HERMAN TOCH - FLRISH: PURPOSE & VALUE WITH GUEST:**  
Ronald Van Merlen - OBLA

# PROGRAMME

## FRIDAY 06/12

### ROOM 2 ▾

11.15 **MEANINGFUL MASTER:**  
12.15 **PIERRE-NICOLAS SCHWAB: PERSONAL & TRUSTWITH GUESTS:**  
Maxime Delmas - Creapills, Dr. Jan F. Klein - Tilburg University

# PROGRAMME

## THURSDAY 05/12

### ROOM 3 ▾

11.00 **SECTOR TRACK:**  
12.00 **WHAT IS MEANINGFUL MARKETING FOR RETAIL/FMCG WITH HOST AUDE MAYENCE (DELHAIZE) AND GUESTS:**  
Olivier Van Cauwelaert - Shared values, Sacha Buyck - Bol.com

12.00 **LUNCH IN NETWORKING VILLAGE**  
13.30

16.00 **SECTOR TRACK:**  
17.00 **WHAT IS MEANINGFUL MARKETING FOR B2B WITH HOST STIJN VANDER PLAETSEN (TELENET) AND GUESTS:**  
Annelies Van De Slijke - Telenet & Nicolas De Bauw - TBWA, Kenneth Borneauw - Microsoft, Davide Rigoni - HULT International Business School & Timothy Desmet - VUB

# PROGRAMME

## FRIDAY 06/12

### ROOM 3 ▾

11.15 **SECTOR TRACK:**  
12.15 **WHAT IS MEANINGFUL MARKETING FOR SERVICES WITH HOST ALEX THORÉ (MAGIS COMPANY) AND GUESTS:**  
Karin Van Hoecke - KBC, Geert Kelchtermans - Proximus, José Fernandez - D'leteren

12.15 **LUNCH IN NETWORKING VILLAGE**  
13.15

13.15 **SECTOR TRACK:**  
14.15 **WHAT IS MEANINGFUL MARKETING FOR NOT FOR PROFIT WITH HOST NICOLAS LAMBERT (FAIRTRADE) AND GUESTS:**  
Sylvie Irzi - IPG Media Brands Belux, Zehra Sayin - Special Olympics & Tomas Sweertvaegher - LDV United, Hilde Boeykens - SOS Kinderdorpen

# PROGRAMME

## THURSDAY 05/12

### ROOM 4

09.30 10.00	<b>TV KEY FACTS (FORWARD)</b> Daniel Bisschof - RTL ad Connect
10.45 11.00	<b>TIME TO CHANGE ROOMS</b>
11.00 11.30	<b>SOMETHING'S HAPPENING IN THE WORLD</b> Katrien Merckx - bpost
11.30 12.00	<b>RETHINKING THE EXPERIENCE STRATEGY FOR MARKETERS IN THE AREA OF COGNITIVE ENTERPRISE</b> Pinar Caglar - IBM
12.00 12.45	<b>HOW MARKET LEADERS USE NEURO-SCIENCE TO HACK CONSUMER PURCHASE DECISIONS</b> Olivier Tjon & Nathan Axford - Beyond Reason
12.45 13.30	<b>WHAT 241 CLIENT MEETINGS TAUGHT US ABOUT MARKETING AUTOMATION</b> Tim Karpisek - Raak Agency
13.30 14.00	<b>GROWTH MARKETING, OR HOW TO CHANGE THE GAME OF LEAD GENERATION</b> Dennis De Cat - The House of Marketing & Luc Van Praet - SDWorx
14.30 15.00	<b>TRIALS &amp; TRIBULATIONS OF A CMO: WHY THE EXPERIENCE ECONOMY IS KEY TO SUCCESS</b> Jessica Heres & Tom Bird - Oracle
15.15 15.45	<b>HOW TO MAKE POSSIBLE COLLABORATION TO ALLOW TRANSPARENCY AND CONTROL IN THE PROGRAMMATIC ECOSYSTEM?</b> Corentin Depaire - Xandr
15.45 16.00	<b>TIME TO CHANGE ROOMS</b>
16.00 16.30	<b>RESHAPING CUSTOMER AND AGENT EXPERIENCE WITH ARTIFICIAL INTELLIGENCE</b> Peter Meert - Genesys
16.30 17.15	<b>GETTING STARTED ON YOUR VIDEO CONTENT STRATEGY FOR 2020</b> Philip Swinnen - 87 Seconds

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## FRIDAY 06/12

### ROOM 4

09.30 10.00	<b>HOW TO PIVOT FROM RELEVANCY TO VALUE IN A AI DRIVEN WORLD</b> Renout Van hove - Growthagent
10.15 10.45	<b>YOUR MARKETING BEGINS IN YOUR PRODUCT</b> Jean-Christophe Cuvelier - Madkings
10.45 11.15	<b>BREAK</b>
11.15 11.45	<b>TAKING A SMART DATA APPROACH TO REVOLUTIONIZE OUT OF HOME ADVERTISING</b> Julie Andrade & Guy Francx - Clear Channel
11.45 12.15	<b>DRIVE-TO-STORE: BEST PRACTICES FOR AN EFFECTIVE AND MEASURABLE STRATEGY</b> Ruben Geeraerts - S4M
12.15 13.15	<b>LUNCH IN NETWORKING VILLAGE</b>
13.15 13.45	<b>CREATING THE BEST SHOPPER EXPERIENCE USING CARREFOUR INVENTORY AND DATA ASSETS</b> Laurent Baert - Carrefour
13.45 14.15	<b>HOW TO MATURE FROM SOCIAL LISTENING TO DIGITAL CONSUMER INTELLIGENCE</b> Lena Höck - Brandwatch
14.15 14.45	<b>BREAK</b>
14.45 15.15	<b>INFLUENCER MARKETING: TURNING YOUR BRAND INTO A FRIEND</b> Yasmin Vantuykom - Efluenz