

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	Hans Stegeman - Thriving is the new growth. (Triodos)	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 - TBC
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