

Stage B - Thursday May 5

9.45 10.30	Vincent Bragg	How marketing can be made more inclusive	
11.00 11.30	Silvia Wiesner & Evert Van den Broeck	Marketing as a driver of societal change	 
11.35 12.05	Kristel Vanderlinden	Forget advertising campaigns and branded content	
12.10 12.40	Frans Riemersma	Belgian MarTech scene	
14.00 14.30	Zuzanna Skalska	Signals of change for the future	
14.35 15.05	Sylvie Irzi	Ready for tomorrow: Acting with purpose	
15.10 15.40	Wim Vermeulen	How to communicate about sustainability?	
16.10 16.40	Ibrahim Ouassari	Atypical life-paths for innovative marketing	
16.45 17.30	Jasna Rok	The intersection of fashion, technology and science	

Stage A - Thursday May 5

11.00 11.30	Morena Zicot	9 tips for cookieless advertising in a changing world	
11.35 12.05	Aurélie Brunet de Courssou	The New Life of the Living Room	
12.10 12.40	TBC		
14.00 14.30	Nicolas Finet	Data-driven company needs to become more human	
14.35 15.05	Michelle Dassen	Send emails people care about	
15.10 15.40	Freek Desmet & Stan Jaap Hordijk	Driving Growth With Social Media	 
16.10 16.40	Sarah Parent	The power of seeds	

Stage M - Thursday May 5

11.00 11.30	Tatjana Raman	Choose hybrid media for your brand	
11.35 12.05	Dennis De Cat, Lies Taerwe & Patrick Molemans	From a production to a marketing company	  
12.10 12.40	Jimmy Moe	Fifty video marketing ideas which are easy-to-make	
14.00 14.30	Kevin Bosc	How to use data-driven storytelling to drive revenue	
14.35 15.05	Peter Ampe	How to use neurodiversity as the key to change	
15.10 15.40	Chloé Chaniot, Lucile Gouvello & Marjana el Banane	Back to the future of Brand Content	  
16.10 16.40	Isabel Verstraete & Ann De Bisschop	Employee happiness + customer care = healthy profit	 