

# agenda

## the Warehouse

8:30 9:30	—	Coffee and registration
9:30 9:45	—	Grand opening
10:00 10:30	—	The savagery of pop culture <b>Alain Sylvain, Sylvain Labs</b>
10:35 11:05	—	Why we need new realities <b>Kirk Johnsen, Wieden+Kennedy</b>
11:10 11:40	—	How to go from Reverence to Relevance <b>Emanuele Madeddu, National Geographic</b>
11:40 12:10	—	<b>BREAK</b>
12:10 12:40	—	Pissing people off is safer than playing it safe <b>Amy Brown, Iris Amsterdam</b>
12:45 13:15	—	How to be a challenger brand in the female led economy <b>Kristin Cardwell, Refinery29</b>
13:20 13:50	—	Reframing the conversation around content <b>Ravi Amaratunga Hitchcock, WE ARE Pi &amp; Stephen Mai, Boiler Room</b>
13:55 14:25	—	Is imagination really more important than knowledge? <b>David Shing, OATH</b>
14:25 14:55	—	<b>BREAK</b>
14:55 15:25	—	Standing for tomorrow—the essential need to innovate within social sustainability <b>Lisa Hogg, TOMS</b>
15:30 16:00	—	Lessons from the film industry on brand storytelling <b>Sançar Sahin, Typeform</b>
16:05 16:35	—	Why building a brand is the single best investment you can make <b>Dave Gerhardt, Drift</b>
17:00 20:30	—	Networking and drinks

## the Factory

10:00 10:30	—	The unchanging man in a constantly changing world <b>Tiina Salzberg, 180 Kingsday</b>
10:35 11:05	—	How to build your voice strategy with Alexa <b>Max Amordeluso, Amazon</b>
11:10 11:40	—	Speak Up: Using your voice in a polarized world <b>Kerrie Finch, Eva Zahrawi Ruiz, Perre van den Brink &amp; Richard Cameron Wilson</b>
11:45 12:15	—	A.I. for marketing power session <b>David Arnoux, Growth Tribe</b>
12:15 12:45	—	<b>BREAK</b>
12:45 13:15	—	Shit just got real: A practical tour into the age of authenticity <b>Stefan Fountain, pr.co</b>
13:20 13:50	—	How brands can transform themselves for the new shopping experience <b>Jons Janssens, Ace &amp; Tate</b>
13:55 14:25	—	The science behind social influence <b>Ben Donkor, We Are Social</b>
14:30 15:00	—	Do chatbots dream of AI sheep? <b>Iain Preston, R/GA</b>
15:00 15:30	—	<b>BREAK</b>
15:30 16:00	—	Is social media bringing us together, or driving us further apart? <b>Emilie Tabor, IMA</b>
16:05 16:35	—	Uber's journey from viral product to leading brand <b>Patrick Stal, Uber</b>

## Brand tech stage

10:00 10:30	—	Robot-centered design <b>Alex Paquin, Nomads</b>
10:35 11:05	—	Reaching the uninterrupted consumer <b>Ally Stuart, Sharethrough</b>
11:10 11:25	—	On brand (ish) <b>Gerben Bleijenburg, GLIMMA</b>
11:30 11:45	—	The video branding paradox <b>Casper Noreen Frid, TwentyThree</b>
11:45 13:30	—	<b>BREAK</b>
13:30 13:45	—	Why you will never again publish your content as a PDF <b>Michiel Schouten, Instant Magazine</b>
13:50 14:05	—	DNA repair as an inspiration for digital content QA <b>François Blayo, Veriflies</b>
14:10 14:40	—	Why impactful branding is a hot topic for tech marketers <b>Fireside chat with Bynder CEO Chris Hall</b>
14:45 15:15	—	Technology: The big arts & culture facilitator <b>Michał Obuchowski, Southbank Centre</b>
15:20 15:50	—	Unlocking the human factor: The anatomy of future services <b>Isabella Holm, Reaktor</b>
15:55 16:25	—	Digital transformation for the many people: Launching IKEA Place <b>Tobin Nageotte, 72andSunny</b>

## the Loft (Workshop area)

10:00 10:50	—	Practical tools & frameworks for solving the growth imperative, today and forever <b>Mark Walker, Attest</b> Sign up
12:00 13:30	—	VIP Lunch (Invite Only) <b>Hosted by Bynder</b>
14:00 14:50	—	How to set up an owned branded video channel on social media <b>Martijn Lindeman, Divimove</b> Sign up
14:55 15:45	—	5 steps to take your brand from startup to market leader <b>Drashti Patel, Impraise</b> <b>SESSION FULL</b>
15:50 16:40	—	The art & science of content creation: How data driven storytelling is the new norm <b>John Holdridge, Fullscreen Media</b> Sign up

## Hyper Island room

10:00 12:00	—	Mash-up innovation (Session 1) <b>Hyper Island x Mischief Makers</b> <b>SESSION FULL</b>
13:00 15:00	—	Mash-up innovation (Session 2) <b>Hyper Island x Mischief Makers</b> <b>SESSION FULL</b>
15:00 17:00	—	Mash-up innovation (Session 3) <b>Hyper Island x Mischief Makers</b> <b>SESSION FULL</b>