



GLOBAL
EXECUTIVE
EVENTS



UNLEASHING INNOVATION IN DIGITAL MARKETING, BRANDING & INSIGHTS



JUNE 3 - 4, 2019
RODE HOED
AMSTERDAM

In collaboration with:

Siegel+Gale
Simple is smart.

BRANDING-INSTITUTE CMR
REPUTATION DRIVES PERFORMANCE



System1



Introduction

The last decade has seen an explosion of innovative ideas and practices in digital marketing and branding. At the forefront of these developments has been a greater push and appreciation for the power of A.I. to create better consumer satisfaction and engagement. Call centers have given way to bots, and consumer identities are digitalized and used to stay at the forefront of their needs and wants. However, as we begin our journey into 2019, we see that things are changing yet again. The future of marketing and branding is now taking on a very human, very physical aspect. Demands by consumers for transparency, customer engagement with companies and humanity are now emerging as leading concepts in 2019. Now, digital branding and marketing initiatives must find a way to combine pre-existing channels with the emergence of human creativity and experience.

GEE summits are an opportunity to gain crucial knowledge on recent developments, case studies, methodologies, deployment tools, and ways they can be adapted to suit the unique profile of your company. At our summits you will gain knowledge on best practices through invaluable peer to peer interaction with senior executives from all over the world. Global Executive Events is determined to provide top quality networking opportunities that boost your business performance. It's among our objectives to help you spearhead change and forward-thinking while transforming expertise, technology, and innovation. This is an invitation to benefit from cross-sector learning, concentrated industry knowledge and build new relationships.

Summit themes

- Nano Influencers: Bigger and Better
- Artificial Intelligence: A Brand's Best Friend
- Consumer Engagement
- Brand Transparency & A Human Touch
- Product Inception and Branding
- Disruptive Innovation: Creating a New Market and Value Network
- Structured Branding: Successful Inception, Planning, Execution and Presence of Products for Established Companies and Startups
- Changing the "Scale" of Customer Participation
- Commercial Excellence: Transforming Local SFE Towards Commercial Excellence
- Branding and Rebranding: How to Reinvent the Wheel and then Smash It, from A-Z
- Raising the Bar: The Rise Of Better Analytical Tools To Help Marketers Gauge Success In Terms Of Emotional And Cultural Relevances

What our clients say:

EXCELLENT EVENT,
EXTREMELY WELL ORGANIZED
WITH INSPIRING SPEAKERS AND
INSIGHTFUL TOPICS!"
~ PHILIPS



"GREAT OPPORTUNITY
FOR PEER-TO-PEER
LEARNING"
~ BOOKING.COM



"AMAZING AGENDA AND VERY
INSPIRING SPEAKERS!"
~ KLM



"SOME
PRESENTERS GAVE ME
NEW IDEAS AND BRAIN-
FOOD I HAVEN'T THOUGHT
ABOUT."
~ IKEA



"ONE OF THE BEST
EVENTS I'VE
PARTICIPATED IN!"
~ UNILEVER



"HIGH QUALITY OF
SPEAKERS AND FACILITATORS"
~ T-MOBILE



"GREAT PLEASURE TO
PARTICIPATE AT THIS
SUMMIT!"
~ SHELL



"VERY DIVERSE INSIGHTS
AND TOPICS"
~ ADIDAS



"IT'S A
VERY GOOD FORUM TO
LEARN, TO DISCUSS, TO
REFLECT."
~ EU COMMISSION



"I'M VERY PLEASED WITH THE ORGA-
NIZATION OF THIS, FROM CATERING
TO COMMUNICATION, TO CONTENT."
~ AMSTERDAM SCHOOL
OF INTERNATIONAL BUSINESS



"THOUGHT PROVOKING
AND INSIGHTFUL"
~ TUI GROUP



"THE ENGAGEMENT
FROM THE AUDIENCE I
REALLY LIKED!"
~ PFIZER



Speaker line-up:



Phillip Davies
EMEA President
SIEGEL+GALE
United Kingdom

Chairperson Day 1



Marco Casanova
Author BRANDING IT 3.0 and POP-UP-BRANDS, Chairman INBREC and Founder
BRANDING-INSTITUTE
Switzerland

Chairperson Day 2



Matt Maia
Company Director
INSPIRE BEVERAGES
United Kingdom



Erika Fattori
Head of Brand and Communication
NEXI
Italy



Sergio Liscia
VP Marketing at Global Center of Excellence
WOLTERS KLUWER
Italy



Niek Bults
Brand Manager
L'ORÉAL
Netherlands



Julita Davies
Digital Marketing Specialist
KOBELCO CONSTRUCTION, MACHINERY EUROPE B.V.
Netherlands



Fabian Kersten
Head of Digital Marketing
LEASEPLAN DIGITAL
Netherlands



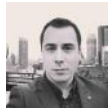
Carolina Jaramillo
Consumer Insights Manager
VOLVO
Netherlands



Alp Oztekin
Head of Global Digital Marketing and Communications
NOVOZYMES
Denmark



Irene Bosi
Brand Manager
PERFETTI VAN MELLE
Italy



Tom De Ruyck
Professor
IÉSEG SCHOOL OF MANAGEMENT
Belgium



Ioana Hariga
Brand Manager
KNOWINGO
Netherlands



Eli Coslovsky
Senior Marketing Director Home Care
UNILEVER
Brazil



Yannick Khayati
Growth Expert & Public Speaker
Belgium



Stef Nimmegeers
Product Strategist & Public Speaker
Belgium



Cindy Crijns
Sr. Digital Marketing Specialist
MEDTRONIC
Netherlands



Mark Johnson
Managing Director Europe
SYSTEM 1
Switzerland



Paul Zevenboom
Head of Digital & Data
WWF
Netherlands

Agenda day one: Monday

8:00	REGISTRATION AND WELCOME COFFEE	13:30	PANEL DISCUSSION <i>Our panellists will discuss and share their experiences in the world of Digital Marketing, Branding and Insights.</i> Niek Bults, Product Brand Manager, L'Oréal Julita Davies, Digital Marketing Specialist, Kobelco Construction, Machinery Europe B.V. Fabian Kersten, Head of Digital Marketing, LeasePlan Digital Carolina Jaramillo, Consumer Insights Manager, Volvo
8:30	INTRODUCTION FROM GLOBAL EXECUTIVE EVENTS & ICEBREAKER <i>Please download the summit app 'Global Executive Events' to create your profile; submit your questions for speakers and panellists throughout the event; provide feedback and rate each session; and connect with other speakers and delegates.</i> ICEBREAKER: <i>An opportunity to start those all-important discussions with your peers. Introduce yourselves to new contacts and begin discussing the challenges you face in the world of Digital Marketing, Branding and Insights.</i>	14:10	UNCONFERENCE SESSION <i>During this interactive session, you will have the opportunity to explore some of your current challenges with your peers. Delve into the current issues you are facing and work together, share knowledge and conclude on a sound strategy moving forward. Learn new tools and techniques from fellow industry experts.</i>
8:45	CHAIRPERSON OPENING REMARKS Philip Davies, EMEA President, Siegel + Gale	14:50	CASE STUDY NEW TOOLS, DEEPER RELEVANCE <ul style="list-style-type: none"> • The rise of better analytical tools to help marketers gauge success in terms of emotional and cultural relevances Alp Oztekin, Head of Global Digital Marketing and Communications, Novozymes
9:00	CASE STUDY PRODUCT INCEPTION AND BRANDING <ul style="list-style-type: none"> • Development, iconography, design, implementation into a new market Matt Maia, Company Director, Inspire Beverages	15:25	NETWORKING COFFEE BREAK
09:35	UNCONFERENCE SESSION <i>During this interactive session, you will have the opportunity to explore some of your current challenges with your peers. Delve into the current issues you are facing and work together, share knowledge and conclude on a sound strategy moving forward. Learn new tools and techniques from fellow industry experts.</i>	15:55	CASE STUDY ENGAGING GEN-Z THROUGH DIGITAL CHANNELS <ul style="list-style-type: none"> • Reaching Gen-Z with influencers marketing • TIK-TOK revolution Irene Bosi, Brand Manager, Perfetti van Melle
10:10	NETWORKING COFFEE BREAK	16:30	CLOSING REMARKS FROM THE CHAIRPERSON Philip Davies, EMEA President, Siegel + Gale
10:40	CASE STUDY 360° DIGITAL TRANSFORMATION: THE ROLE OF COMMUNICATION IN A COMPANY TURNAROUND <ul style="list-style-type: none"> • Corporate mergers and rebranding • Internal and external transformation • Becoming the Paytech of the Italian banks • Communication as a key element of change and becoming part of the new value proposition Erika Fattori, Head of Brand and Communication, Nexi	16:45	DRINKS RECEPTION
11:15	SPONSOR SESSION SIMPLICITY ALWAYS WINS <ul style="list-style-type: none"> • Core findings from the Siegel+Gale World's Simplest Brands study - 16,000 participants, 800 brands, 9 countries • How brands can be using the dimensions of simplicity to drive loyalty and premium • Understanding what sits at the heart of who you are to create new brand experiences and grow with confidence Philip Davies, EMEA President, Siegel + Gale		
11:55	CASE STUDY MODERN B2B MARKETING: GLOBAL SCALE FOR LOCAL MARKETS <ul style="list-style-type: none"> • Leverage local domain expertise and business innovation Combine it with global capabilities and partnerships • Create collaboration across countries Deliver superior experience for customers Sergio Liscia, VP Marketing at Global Center of Excellence, Wolters Kluwer		
12:30	NETWORKING LUNCH BREAK		

Agenda day two: Tuesday

8:00 **WELCOME COFFEE**

8:30 **INTRODUCTION FROM GLOBAL EXECUTIVE EVENTS**
Don't forget to download our app! Just search for 'Global Executive Events'. You can use it to create your profile; submit your questions for speakers and panellists throughout the event; provide feedback and rate each session; and connect with other speakers and delegates.

8:45 **OPENING REMARKS FROM THE CHAIRPERSON**
 Marco Casanova, Author **BRANDING IT 3.0** and **POP-UP-BRANDS**, Chairman INBREC, Founder, **Branding-Institute**

9:00 **KEYNOTE**
WELCOME TO THE AGE OF RELEVANCE
 • Exploring innovations and challenges in digital marketing and determining what is relevant
 Tom De Ruyck, Professor, **IÉSEG School of Management**

9:40 **KEYNOTE**
BRANDING A VISION BASED COMPANY
 • Out of the box, how to establish a visionary brand
 • Beyond content marketing, selling through experiences
 • Giving away the farm, how to succeed by giving everything away
 Ioana Hariga, Brand Manager, **Knowingo**

10:20 **NETWORKING COFFEE BREAK**

10:50 **CASE STUDY**
FROM BOXES TO SERVICES
 • Future proofing a traditional category
 Eli Coslovsky, Senior Marketing Director Home Care, **Unilever**

11:25 **IGNITE SESSION**
GROWTH HACKING MARKETING
 • Growth marketing in 2019: Beyond the buzzword
 Yannick Khayati, Growth Expert & Public Speaker

11:45 **IGNITE SESSION**
AMBIENT TECHNOLOGY
 • Using Chat & Voice Bots in Marketing
 Stef Nimmegeers, Product Strategist & Public Speaker

12:05 **FIRESIDE CHAT**
MAKING MARKETING WORK IN THE DIGITAL AGE
 Tom De Ruyck, Professor, **IÉSEG School of Management**
 Stef Nimmegeers, Product Strategist & Public Speaker
 Yannick Khayati, Growth Expert & Public Speaker

12:35 **NETWORKING LUNCH BREAK**

13:30 **CASE STUDY**
MAKING MARKETING WORK IN THE DIGITAL AGE
 • Turning 13% of the leads into customers
 • Strategic marketing: Effective development and application
 • Consumer Insights: Knowing their wants and circumventing their fears
 Cindy Crijns, Sr. Digital Marketing Specialist, **Medtronic**

14:05 **SPONSOR SESSION**
LONG-TERM GROWTH IN A SHORT-TERM WORLD
 • The divide between short-term performance marketing and long-term brand building has been overstated. You can - and should! - do both.
 • Drawing on data from 30,000 ads to reveal the emotional and psychological routes that deliver high performance and long term growth at the same time.
 • A practical framework to think about how Short and Long Term Impacts
 Mark Johnson, Managing Director Europe, **System 1**

14:45 **NETWORKING COFFEE BREAK**

15:25 **CASE STUDY**
HOW TO CREATE A MOVEMENT OF 17 MILLION PEOPLE?
 A Transition From a Classical Caritas Organization to a Movement
 • The biggest challenge WWF-NL face as an organization
 • The changes we made so far and why
 • How does this translate into more impact for nature and our planet?
 • What did we learned so far
 Paul Zevenboom, Head Of Digital, **WWF**

16:00 **BRAIN SPA**
A roundup of the previous unconference sessions and a final Q&A and brainstorming session to generate new concrete solutions to take home with you.

16:30 **CLOSING REMARKS FROM THE CHAIRPERSON**
 Marco Casanova, Author **BRANDING IT 3.0** and **POP-UP-BRANDS**, Chairman INBREC, Founder, **Branding-Institute**

