UNLEASHING INNOVATION IN DIGITAL MARKETING, BRANDING & INSIGHTS

JUNE 3 - 4, 2019
RODE HOED
AMSTERDAM

In collaboration with:

Siegel+Gale
Simple is smart.

aps Group

Redslim
Helping companies activate their data assets better

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

“ONE OF THE BEST EVENTS I’VE PARTICIPATED IN!”
~ UNILEVER

“HIGH QUALITY OF SPEAKERS AND FACILITATORS”
~ T-MOBILE

“SOME PRESENTERS GAVE ME NEW IDEAS AND BRAIN-FOOD I HAVEN’T THOUGHT ABOUT.”
~ IKEA

“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 ORGANIZATION 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!”
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Speaker line-up:

**Chairperson Day 1**

Phillip Davies  
EMEA President  
SIEGEL+GALE  
United Kingdom

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

Ioana Hariga  
Brand Manager  
PERFETTI VAN MELLE  
Italy

Erika Fattori  
Head of Brand and Communication  
NEXI  
Italy

Matt Maia  
Company Director  
INSPIRE BEVERAGES  
United Kingdom

Tom De Ruyck  
Professor  
IÉSEG SCHOOL OF MANAGEMENT  
Belgium

Sergio Liscia  
Brand Manager  
L’ÓREAL  
Netherlands

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

Carolina Jaramillo  
Consumer Insights Manager  
VOLVO  
Netherlands

Elena Caslevsky  
Senior Marketing Director  
Home-Care UNILEVER  
Brazil

Yannick Khayati  
Growth Expert & Public Speaker  
Belgium

Stef Nijmegeers  
Product Strategist & Public Speaker  
Belgium

Cindy Crijns  
Sr. Digital Marketing Specialist  
MEDTRONIC  
Netherlands

**Chairperson Day 2**

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

Alp Öztekin  
Head of Global Digital Marketing and Communications  
NOVOZYMES  
Denmark

Irene Bosi  
Brand Manager  
PERFETTI VAN MELLE  
Italy

Fabian Kersten  
Head of Digital Marketing  
LEASEPLAN DIGITAL  
Netherlands

Ioana Hariga  
Brand Manager  
KNOWINGO  
Netherlands

Erika Fattori  
Head of Brand and Communication  
NEXI  
Italy

Phillip Davies  
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Switzerland

Stef Nijmegeers  
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

8:30  INTRODUCTION FROM GLOBAL EXECUTIVE EVENTS & ICEBREAKER
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.

ICEBREAKER:
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.

8:45  CHAIRPERSON OPENING REMARKS
Philip Davies, EMEA President, Siegel + Gale

9:00  CASE STUDY
PRODUCT INCEPTION AND BRANDING
- Development, iconography, design, implementation into a new market
Matt Maia, Company Director, Inspire Beverages

9:35  UNCONFERENCE SESSION
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.

10:10  NETWORKING COFFEE BREAK

10:40  CASE STUDY
360° DIGITAL TRANSFORMATION: THE ROLE OF COMMUNICATION IN A COMPANY TURNAROUND
- 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

11:15  SPONSOR SESSION
SIMPPLICITY ALWAYS WINS
- 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
- Leverage local domain expertise and business innovation Combine it with global capabilities and partnerships
- Create collaboration across countriesDeliver superior experience for customers
Sergio Liscia, VP Marketing at Global Center of Excellence, Wolters Kluwer

13:30  PANEL DISCUSSION
Our panelists will discuss and share their experiences in the world of Digital Marketing, Branding and Insights.
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

14:10  UNCONFERENCE SESSION
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.

14:50  CASE STUDY
NEW TOOLS, DEEPER RELEVANCE
- 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

15:25  NETWORKING COFFEE BREAK

15:55  CASE STUDY
ENGAGING GEN-Z THROUGH DIGITAL CHANNELS
- Reaching Gen-Z with influencers marketing
- TIK-TOK revolution
Irene Bosi, Brand Manager, Perfetti van Melle

16:30  CLOSING REMARKS FROM THE CHAIRPERSON
Philip Davies, EMEA President, Siegel + Gale

16:45  DRINKS RECEPTION
# Agenda day two: Tuesday

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>8:00</td>
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<td>9:00</td>
<td>KEYNOTE: WELCOME TO THE AGE OF RELEVANCE by Tom De Ruyck, Professor, IÉSEG School of Management</td>
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<td>KEYNOTE: BRANDING A VISION BASED COMPANY by Ioana Hariga, Brand Manager, Knowingo</td>
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<td>NETWORKING COFFEE BREAK</td>
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<td>CASE STUDY: FROM BOXES TO SERVICES by Eli Coslovsky, Senior Marketing Director Home Care, Unilever</td>
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<td>IGNITE SESSION: GROWTH HACKING MARKETING by Yannick Khayati, Growth Expert &amp; Public Speaker</td>
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<td>FIRESIDE CHAT: MAKING MARKETING WORK IN THE DIGITAL AGE by Tom De Ruyck, Professor, IÉSEG School of Management, Stef Nimmeegeers, Product Strategist &amp; Public Speaker, Yannick Khayati, Growth Expert &amp; Public Speaker</td>
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<td>NETWORKING LUNCH BREAK</td>
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<td>13:30</td>
<td>CASE STUDY: MAKING MARKETING WORK IN THE DIGITAL AGE by Cindy Crijns, Sr. Digital Marketing Specialist, Medtronic</td>
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<td>SPONSOR SESSION: LONG-TERM GROWTH IN A SHORT-TERM WORLD by Mark Johnson, Managing Director Europe, System 1</td>
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<td>CASE STUDY: HOW TO CREATE A MOVEMENT OF 17 MILLION PEOPLE? by Paul Zevboombo, Head Of Digital, WWF</td>
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<td>16:00</td>
<td>BRAIN SPA: A roundup of the previous unconference sessions and a final Q&amp;A and brainstorming session to generate new concrete solutions to take home with you.</td>
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