

09:30 - 10:00

Morning coffee / tea

10:00 - 10:15

Official conference opening

PEOPLE

10:20 - 11:05

The Curiosity Factor

Andrew Davis | Monumental Shift

11:10 - 11:40

The impact of tv on social behavior and attitudes in the context of current trends

Natalia Hatalaska | Infuture Hatalaska Foresight Institute

11:45 - 12:05

Actor's role in a role of television

Maja Ostaszewska & Edward Mischczak

12:05 - 12:30

Coffee break

BRANDS

12:35 - 13:15

Reaching out to build a strong Brand Identity

Jenni Romaniuk | Ehrenberg-Bass Institute for Marketing Science

13:20 - 13:45

From Brand to Bland: what happens when you take away people's favourite brands?

Zoe Harkness | Thinkbox

13:50 - 14:15

Five Keys of Effective Advertising

Leslie Wood | Nielsen Catalina Solutions

14:15 - 15:15

Lunch break

EFFECTS

15:20 - 15:50

Not all Reach is Equal

Karen Nelson-Field | Centre for Amplified Intelligence

15:55 - 16:15

The Future of tv

Jakob Nielsen | Finecast

16:20 - 16:50

Does effectiveness mean the same to everyone?

Discussion panel

17:00

Official closure of the conference