Festival of Media
GLOBAL
6-8 April, Rome, Italy

AGENDA: DAY ONE - MONDAY 7 APRIL

BREAK OUT ROOMS: PANTHEON SANTO STEFANO MALTA

COLOSSEUM

WELCOME & INTRODUCTION

Charlie Crowe, Chairman & Editor-in-Chief, C Squared

CONNECT WITH THE FUTURE: PART ONE

The search for Higgs Boson has resulted in over 50 trillion bytes of data being analysed every second with the Large Hadron Collider at CERN. As the media industry becomes more programmatic in its nature discover how at CERN the mass collection of data is controlled, distributed and communicated on a Global scale.

- **Markus Nordberg,** Development & Innovation, CERN

DISRUPTION ALL AROUND US

From teens taking selfies at funerals to paying for your morning coffee with your phone, digital is already disrupting the way we live our lives and reshaping how we interact with it. Shingy opens the Festival of Media Global with insight on the evolving digital landscape and where he believes it is headed in the future.

- **David Shing,** Digital Prophet, AOL

BUILDING COMMUNITIES

With 86 Lego bricks for every person on earth, the dominance of the Lego brand is undisputed. On the back of the release of The Lego Movie, discover how the second-biggest toy company in the world harnesses its fans to craft unique and authentic experiences that create invaluable brand advocates in the process.

- **Peter Espersen,** Head of Global Community Co-Creation, Lego

11:00 – 11:45 BREAK OUT & REFERESHMENTS

MEET THE MILLENNIALS

Forget all the research, and all the clichés. Meet the Millennials that everyone has been talking about targeting and professing to be the experts of. Don't be afraid, Millennials are not your brands worst nightmare – unless you don't like change that is.

- **Stewart Stone,** Director of Business and Creative Development, VICE Media
- **Alex Powell,** GumboLive
- **Alex Goat,** Livity.co.uk
- **Moderator: Sarah Ivey,** Global Chief Strategy Officer, Initiative

MEET THE JUDGES

Ahead of the big reveal on Tuesday night, go behind the scenes of the Festival of Media Global Awards judging room. Discover which campaigns stood out and why, the trends that are leading best media communications globally and how you can make sure you walk away a winner next year.

- **Sameer Singh,** VP & Head of Global Media, GSK & Festival of Media Global Awards Chair
- **Bernhard Glock,** Senior Partner, Medialink & Festival of Media Awards Ambassador

FROM MAD MEN TO MATH MEN

Havas Media Goup's MFG Labs explains how to make data work harder.

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GLOBAL AD SPEND TRENDS

In a Festival of Media Global exclusive, ZenithOptimedia's Global Chief Executive Steve King returns to the Festival stage to reveal insights from the latest Advertising Expenditure Forecast and offers predictions on how the advertising market will be shaped in the year ahead.

- **Steve King,** CEO, ZenithOptimedia

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IN CONVERSATION WITH...

- **Bob Pittman,** CEO, Clear Channel Communications

12:45 – 14:05 LUNCH & NETWORKING

MARKETING IN A MULTISCREEN WORLD

See exclusive insights from a new global research study on the scale and nature of multiscreen usage. This session will cover the receptivity of consumers to advertising approaches across screens, giving marketers a clearer understanding of how multiscreen marketing should be integrated into media and communication strategies.

- **Duncan Southgate,** Global Brand Director for Digital, Millward Brown
- **Vincent Blaney,** European Brand Director - Media & Digital, Millward Brown

MEDIA DIRECTOR'S FORUM

The budget holders of some the world's most recognisable brands come together for an informal interactive Q&A session, giving Festival of Media delegates the opportunity to ask anything in a no holds barred session.

- **Gerry D'Angelo,** European Media Director, Mondelez International
- **Sameer Singh,** VP & Head of Global Media, GSK
- **Sital Banerjee,** Global Head of Media, Philips
- **Craig Hepburn,** Global Director, Social & Digital Media, Nokia

MARKETING IN THE AGE OF THE CUSTOMER: THE BRAND TRADING DESK

Brands have access to more customer data and more sophisticated technology than ever before. But how is it changing the way they do business? Join an interactive workshop and hear the initial results from a soon-to-be-released Forrester Research paper. The global study explores the factors influencing brand adoption of a more hands-on approach to their programmatic buying.

- **Ben Jankowski,** Group Head of Global Media, MasterCard
- **Mike Baker,** Co-Founder & CEO, DataXu

HOW DO YOU EXECUTE A WORLD CUP SPONSORSHIP?

- **Javier Sanchez Lamelas,** Vice President of Marketing, The Coca-Cola Company Europe
- **Bill Wise,** CEO, Mediaocean

rubicon PROJECT

Showcase - ***topic to be announced***

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WHAT HAPPENS WHEN A MACHINE PICKS THE MAN OF THE MATCH?

Discover how data analysis is transforming sport; how teams train, select players and create tactics and the opportunities data in sport is offering advertisers.

- **David Collet,** Director, Perform/OPTA
- **Ricardo Nasuti,** Digital Content Manager, AS Roma Football Club

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GETTING WITH THE BRAND PROGRAMME

As the programmatic arms race continues the benefits for brands has been proven – but what happens when the need for transparency and controls creates an eco-system where brands bring the programmatic buy in-house.

- **Brandon Paine,** VP of Global Agencies, AppNexus
- **Mike Baker,** CEO, DataXu
- **Graham Moysey,** Head of International, AOL

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AUTOMATING THE MEDIA WORLD

IPG Mediabrands CEO, Matt Seiler has aggressive plans for his network; ones that will see the group automating 50% of all media buying by 2015. Seiler is currently on track to reach this target which is an omen for all areas of the media buying industry.

- **Matt Seiler,** Global CEO, IPG Mediabrands
- **Jay Sears,** SVP, Market Development, Rubicon Project

15:30 – 16:15 BREAK OUT & REFRESHMENTS

WHEN FASHION & TECH COLLIDE

Net-a-porter has successfully brought the well-heeled into the technology space; where they were once remiss to play. From an immersive online and mobile experience to a newly launched print publication that is shoppable via mobile, Net-a-porter is a disruptor in its category with plans to continue redefining a luxury shopping experience.

- **Sarah Watson,** Group Mobile Manager, Net-a-porter

THE IMPORTANCE OF BEING CURIOUS

Today, people are more curious than ever before. This has implications on the way they consume media, as well as the way that they want to interact with brands. While this can be potentially dangerous for a brand, it can also be a huge opportunity. Join us as UM presents the Power of Curiosity.

- **Huw Griffiths,** Global Chief Performance Officer, UM

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HOW TO TELL STORIES

Explore the future of storytelling where digital, journalism and social media collide.

- **Lewis D'Vorkin,** Chief Product Officer, Forbes Media

CLOSING KEYNOTE: WATCH YOUR TONE

The influx of real-time marketing and the demand for multiplatform offerings can have an adverse effect on a brands tone of voice and messaging. Discover how the drinks maker is embracing the new media landscape and verging on new territories while still trying to stay credible with its consumers.

- **Martin Riley,** CMO, Pernod Ricard

18:00 – 20:00 FOUNDER PARTNERS RECEPTION

On the Belle Arti Terrace, Cavalieri (Invitation only)

22:00 – 02:00 LATE NIGHT FESTIVAL

At the MET BAR in association with Spotify
(Transport provided)

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AGENDA: DAY TWO - TUESDAY 8 APRIL

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WELCOME TO DAY TWO

Charlie Crowe, Chairman & Editor-in-Chief, C Squared

CONNECT WITH THE FUTURE: PART TWO

From mobile payments to virtual currencies the future of commerce is at a major crossroads. Bitcoin is currently the most talked about disruptor on the block and is going to change the way your clients expect to do business.

- **Jon Matonis,** Executive Director, Bitcoin Foundation

A SOCIAL REVOLUTION

- **Mona Eltahawy,** Award-Winning Columnist & Activist

11:15 – 12:00 BREAK & REFRESHMENTS

THE GREAT DIGITAL RIP-OFF

The digital elephant in the room is finally out in the open. With an estimated 50% of online ads never viewed, the issue of viewability has never been more prudent for media owners and brands alike.

- **Kamakshi Sivarakrishnan,** CEO, Drawbridge
- **Jennifer Cooper,** Director, Industry Strategy (omniture business unit), Adobe
- **Jayant Kadambi ,** Co-Founder & CEO, YuMe
- **Moderator: Gian Fulgoni,** Executive Chairman and Co-Founder, Comscore

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TECHNOLOGY & CONTENT

- **Jonathan Taplin,** Director, Annenberg Innovation Lab
- **Dominique Delport,** Global Managing Director, Havas Media Group

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TV'S NEW MEASURE

TV is still the main game in town – let's not forget that. But multiple screens, time shifting and the death of the schedule all present a whole new set of challenges to assessing brand value. Discover TV's new measure.

- **Steve Hasker,** President, Global Product Leadership, Nielsen

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WHO, WHY, WHAT AND WEARABLE

- **Mark Palmer,** Founder, Maverick Planet

13:15 – 14:35 LUNCH & NETWORKING

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ONLINE VIDEO, WHAT'S NEXT?

As the predictions for the steady increase of ad spend on online video continue to grow, The Festival of Media brings together the key players in the online video space to discuss the state of their industry and the advantages for brands that embrace online video as part of their overall media strategy.

- **Pierre Chappaz,** CEO & Co Founder, Ebuzzing
- **James Aitken,** Founder & CEO, ExchangeLab
- **Leon Siotis,** Senior Director, Media & Publisher Services, Brightroll

THE POWER OF STORY TELLING

- **Susan Jurevics,** CEO, Pottermore

THE FUTURE OF SEARCH MARKETING IS NOW

Paid Search Marketing has long been the single most effective digital tool for reaching in-market consumers and driving profitable customer traffic. However, it's continuously, and rapidly, changing. Discover how new innovations such as Product Listing Ads, Mobile and Ad Extensions have dramatically changed the search landscape, and how brands can best incorporate these items as well as global competitive intelligence to maximize their program's performance.

- **Richard Stokes,** CEO, Kantar Media AdGooroo

THE EVOLUTION OF DIGITAL ADVERTISING

With the advent of new technologies and learnings the goal of digital advertising is to elicit direct response and generate emotion. Finding efficient and effective ways to do this is vital. From click-through and cookie deletion to view ability and cross media presentation - this presentation from comScore Founder Gian Fulgoni and Vice President Scott Joslin aims to share key learnings and guide marketers towards more effective planning, analysis and overall results.

- **Gian Fulgoni**, Chairman and Co-founder, comScore
- **Scott Joslin**, VP, International Advertising Effectiveness, comScore

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IN CONVERSATION WITH...

- **Dominic Proctor,** President, GroupM Global

CONNECTIONS THAT COUNT

Avoiding the busy signal. A look at what works and what doesn't work when developing innovative activations that excite consumers, energize brands and accelerate business growth.

- **Mainardo de Nardis,** CEO, OMD Worldwide

CLOSING KEYNOTE: THE BILLION DOLLAR CONVERSATION

The leaders of two of the world's largest advertisers come together to share what keeps them up at night and why real-time marketing might not be what it is all cracked up to be.

- **Bonin Bough,** VP Global Media and Consumer Engagement, Mondelez

19:00 AWARDS GALA DRINKS ON THE TIEPOLO TERRACE

20:00 AWARDS GALA DINNER IN SALONE DEI CAVALIERI

(Dress code – Black Tie)