



25th May 2010 – The First Day

Introduction. Internet in CEE region

9.15 - 9.30	Maciej Wicha , Director of Transactions and Services, Member of the Board IAB Poland , Internet Division of Agora S.A. , Poland	Welcome Speech made by the Host of the Conference
9.30 - 10.00	Filip Pieczynski , Vice President of the Board, Gemius , Poland	Overview of the Digital Industry in CEE
10.00 - 10.30	Simon Thomas , Strategic Systems Director, GroupM EMEA , United Kingdom	Measuring Effective Advertising In The Digital Age – the Agency Perspective

Part 1. - New Face of Traditional Media

10.30 - 11.00	Sam Kumar , Digital Advertising Manager, The Economist Online , United Kingdom	The Past, The Present, The Future. With the Launch of the iPad and the Popularity of Mobile Applications, How Can Traditional Media Brands Evolve to Reach the Audience Utilizing these New Platforms?
11.00 - 11.30	COFFEE BREAK	
11.30 - 12.00	Bogdan Epure , Marketing Director of CME Internet Division, Central European Media Enterprises , Romania	Viewers + Users = VieUsers
12.30 - 13.00	Artur Banach , President of the Board, Netsprint , Poland	How to Generate More Revenues from Website's Archive - Information Access Platform Concept
13.00 - 13.30	Jonas Müller , Commercial Manager, Bonnier Publications , Denmark	The Transition from Traditional Media and Marketing to Online from a Commercial Point of View at Bonnier Publications
13.30 - 14.30	LUNCH	
14.30 - 15:15	Discussion panel moderated by Peter Novak, President of IAB Hungary , Deputy CEO at Origo Zrt. Panel participants: Sam Kumar, Bogdan Epure, Artur Banach, Jonas Müller	How Digital Has Changed the Traditional Media Landscape?

Part 2. - Media Convergence

15.15 - 15:45	Jana Vyhldalova , Director of Advertising and Information Services, O2 Media , Czech Republic	Listing the Diary of Jana Vyhldalova
15.45 - 16.15	Bruce Hoang , International Head Of Market Research, Orange , France	Exposure Europe: Unveiling the Potential of Mobile Advertising through Consumers Media Journey and Media Planning Opportunities
16:15 - 16:45	COFFEE BREAK	
16.45 - 17:15	Edward Korbel , Research Director, AEGIS MEDIA , Poland	Do Media refer to each other? The Results of Cross-Media Research Projects conducted by Aegis Media in the UK and Poland.
17:15 - 17:45	Michal Novak , Shareholder, GEEWA , Czech Republic	Advertising in Games & Games as Advertising

20.30 - 3.30 **Dinner and After-party**



26th May 2010 – The Second Day

Introduction

9.45 - 10.00	Maciej Wicha , Director of Transactions and Services, Member of the Board IAB Poland , Internet Division of Agora S.A. , Poland	Welcome Speech made by the Host of the Conference
10.00 - 10.30	Zsolt Bartofi , Evangelist Manager, Microsoft , Hungary	A Story of the Three Screen and the Cloud in Microsoft Interpretation

Part 3. - Recession as a Catalyst of Changes

10.30 - 11.00	Andrey Sebrant , Product Marketing Director, Yandex , Russia	Recession-2009: Results and Lessons
11.00 - 11.30	Andrey Zablotsky , Director, Ukrainian Joint Industry Committee , Ukraine	How the Crisis Has Changed the Internet Industry in Ukraine?
11.30 - 12.00	COFFEE BREAK	
12.00 - 12.30	Tomas Lauko , CEE Head of Digital, Zenith Optimedia , Czech Republic	Navigating the Change
12.30 - 13.00	Ricardo Pereira , Partner @ comOn & Partner @ adOn , Portugal	Fado of (Digital) Marketing
13.00 - 14.00	LUNCH	
14.00 - 14.20	Jakub Krzych , Co-Founder and Board Member, AdTaily & Paweł Wujec , Head of Gazeta.pl, Agora , Poland	Riches at the Bottom of the Pyramid - Finding Value Through Self Serve Advertising (Agora & AdTaily Case Study)
14.20 - 15.20	Discussion panel moderated by Jarosław Sobolewski , CEO of IAB Poland and Board Member of IAB Europe Panel participants: Simon Thomas, Marvin Liao (Yahoo) Andrey Sebrant, Andrey Zablotsky, Tomas Lauko, Ricardo Pereira	How to Earn during Recession?

Part 4. - Different Ways of Brand Building on the Internet

15.20 - 15.50	Attila Weisz , Digital Marketing Manager, Coca - Cola , Hungary	The Coca Cola Company: Digital Amplification of Core Creative Ideas
15.50 - 16.20	Paweł Karaś , Head of Facebook Sales, ARBOinteractive , Poland	Facebook on the CEE Markets
16.20 - 16.50	COFFEE BREAK	
16.50 - 17.20	Tero Taskila , Chief Commercial Officer and Board Member, Air Baltic , Latvia	Social Media as the Key to Brand Success
17.20 - 17.50	Kseniya Korobeynikova , Head of Nonstandard Advertising Group, Mail.ru , Russia	Special Projects for FMCG Brands in Runet