

Main Conference Timetable

Tuesday 17 September				
DAY 1				
Time	Global Branding Track	Global Marketing Campaigns Track	Global Websites Track	Global Social Media Track
7:30	Registration Begins			
8:30 – 9:45	Exciting Keynote Speaker and Topic will be announced soon.			
9:45 – 10:15	Break, Visit to the Exhibition			
10:15 – 11:00	A1: Global Branding Insights from the BBC – <i>Speaker:</i> Amanda Hill (Chief Brands Officer at BBC Worldwide, Ltd.)	B1: Measuring Global Marketing Performance – <i>Speaker:</i> Dr. Robert Shaw (GMN Programme Director for Marketing Analytics) **	C1: Breaking the Silos: From Usable Content to Global Customer Satisfaction – <i>Speaker:</i> Calijn Roeters van Lennep (E-development Manager Content KLM.com at KLM E-Commerce)	D1: Next Generation Personalization to Enhance Global Web Content Delivery – <i>Speaker:</i> Vincent Wade (Director, CNGI)
11:00 – 11:30	Break, Visit to the Exhibition			
11:30 – 12:15	A2: Picasso Meets Galileo: The Art and Science of Brand Execution – <i>Speaker:</i> Susie Hamlin (Director, Global Strategy and Advocacy at Cisco)	B2: Digitizing your Global Business: It's more than just marketing – <i>Speaker:</i> Vijay Solanki (Senior Global Director Digital Innovation at Philips)	C2: Website Localization: A case study on entering into new markets – <i>Speakers:</i> Carrie Fisher (Localization Project Manager at Bodybuilding.com) and Shannon Zimmerman (CEO of Sajan)	D2: Why a Classic Localization Approach is Not Going to Win You Asia – and What You Should be Doing Instead – <i>Speaker:</i> Giulia Tarditi (Head of Localization at Badoo)
12:15 – 13:45	Lunch			
13:45 – 15:00	A3: Toward the Future of Global Branded Content; Developing a better understanding of a key marketing concept – <i>Speakers:</i> Bjoern Asmussen (Senior Lecturer in Marketing at Oxford Brookes University Business School), Jon King (Managing Director of Story Worldwide), Jadis Tillery (Social Media Expert), Chantal Rickards (Head of Programming & Branded Content EMEA at MEC UK), Moderator: Andrew Canter (CEO of the Branded Content Marketing Association [BCMA])	B3: Emerging Trends in Global Marketing Panel – <i>Speakers:</i> Christopher Lockwood (Editorial Director, Adjust Your Set), Yoshihiro Oishi (Professor of Global Marketing, School of Business Administration, Meiji University), and Roslyn Shaw (Managing Director, Alpha Grid), Amanda Groom, (Director, Strand Media Consultancy)	C3: Lessons Learned from 8 Years of International SEO (Webcertain) – <i>Speakers:</i> Andy Atkins-Krüger (Head of the International Marketing School in Barcelona)	D3: The Time is Now for Global Video – <i>Speakers:</i> Kathleen Bostick (VP of Travel and Hospitality Practice at Lionbridge Technologies) and Paulette Haedo (Manager, Global Web Marketing at Royal Caribbean International)
15:00 – 15:30	Break, Visit to the Exhibition			
15:30 – 16:15	A4: Professionalizing Luxury Brands for a Global Marketplace – <i>Speaker:</i> Markus Kramer (Global Marketing Director at Aston Martin Lagonda)	B4: Global Campaigns, Local Pains? No! How to Successfully Navigate Being Dr. Jekyll and Mr. Hyde. – <i>Speakers:</i> Jesus Maroto (CEO – Global Propaganda) and Gorka Lozano (Deputy Managing Director, DDB Barcelona)	C4: Winning the Empowered Global Consumer – <i>Speaker:</i> Dr. Markus Pfeiffer (GMN Programme Director for Digital Strategy and Innovation and CEO of Bloom Partners) **	D4: Global Marketing with Facebook – <i>Speaker:</i> (Facebook)
16:15 – 16:45	Break, Visit to the Exhibition			
16:45 – 17:30	A5: How Do Global Brands Evolve? – SAP As a Case Study – <i>Speaker:</i> Rashmi Schaefers (Senior Director, Marketing Localization at SAP)	B5: Changing the Mindset; What do global marketing excellence and innovation really mean? – <i>Speaker:</i> Amit Kumar (Business Senior Manager, TATA Steel Europe)	C5: The Sea is Calling – <i>Speakers:</i> Paulette Haedo (Manager, Global Web Marketing at Royal Caribbean International) and Paula Shannon (CSO and SVP at Lionbridge Technologies)	D5: Future Trends in Global Social Media – <i>Speaker:</i> Dan Calladine (Head of Media Futures at Carat Global Management)
17:30	Adjourn			
17:30 - 19:30	Conference Reception in the Skylounge of the Doubletree Hotel (Sponsored by Sajan)			
19:30 - 21:30	Networking Dinner on the First Floor of the Doubletree Hotel (Sponsored by Moravia)			

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DAY 2				
Time	Global Branding Track	Global Marketing Campaigns Track	Global Websites Track	Global Social Media Track
9:00 – 9:45	A6: Meaningful Brands: What makes media brands meaningful to people and how should they approach marketing with this knowledge? <i>Speaker:</i> Kate Cox (Havas Media)	B6: Global Business Model Innovation: Emerging Markets – <i>Speaker:</i> Christian Busch – (Associate Director at the London School of Economics' (LSE) Innovation and Co-Creation Lab and co-founder of Sandbox)	C6: Fundamentals of Online Engagement for Global Brands – <i>Speaker:</i> Ben Sargent (Ben Sargent, Senior Analyst at Common Sense Advisory)	D6: The Google Experience: How User Feedback Enhances the Experience for the Global Marketer – <i>Speaker:</i> Patricia Gómez Jurado (Senior Google Language Specialist – Iberia)
9:45 – 10:15	Break, Visit to the Exhibition			
10:15 – 11:00	A7: Understanding the Value of Your Global Brand – <i>Speaker:</i> David Haigh (GMN Programme Director and Special Advisor on Brand Valuation and CEO at Brand Finance, Plc.) **	B7: Global Marketing Resource Management - <i>Speaker:</i> Romek Jansen (Author of "Marketing Resource Management; The noble art of getting things done in marketing. Efficiently.")	C7: The Website is Dead. Long Live the Website! – <i>Speakers:</i> Cory Reed (Director of Digital Marketing at Ciena) and Julio Leal (Head of Localization at Ciena)	D7: How to Use Consumer Behavior Secrets to Improve the Results of Your Next Social Media Campaign - <i>Speaker:</i> Jamie Turner (CEO, 60 Second Communications)
11:00 – 11:30	Break, Visit to the Exhibition			
11:30 – 12:15	A8: Global Wellness Marketing: A case study for vaccines – <i>Speakers:</i> Gene Schriver (CEO at GLOBO Language Solutions) and Andrew Martin (Director of Strategy and Business Development at Pfizer)	B8: Going Global: The Journey to a Centralized Language Services Model – <i>Speakers:</i> Linda Adler [Program Manager at HP ACG (Applications and Content Globalization)], Kathryn Hendrickson (Globalization Services Manager at HP Enterprise Marketing – Translation Center of Excellence) and Joel Giovannini (Regional Manager, EMEA at HP ACG)	C8: Multicultural Content Marketing & Emerging Markets: risks and opportunities – <i>Speaker:</i> Eric Ingrand (VP Content Marketing EMEA at Enveritas Group)	D8: [Title TBD] - <i>Speakers:</i> Miles Lewis (VP of European Sales at Shazam) and Michael Meinhardt (CEO, Cloudwords)
12:15 – 13:45	Lunch			
13:45 – 14:30	A9: Winning Global Brand Ideas: Lessons from Bacardi & Nokia – <i>Speaker:</i> Jeff MacDonald (Global Brand Marketing Consultant)	B9: 21st Century Global CMO: Thought Leadership for Globalized and Digitized World - <i>Speakers:</i> Brendan Dineen (Director of Marketing-Demand Programs in the UK and Ireland at IBM) and Dr. Svend Hollandsen (Associate Professor of International Marketing at University of Southern Denmark) - Moderator: Darrell Kofkin (CEO, Global Marketing Network)	C9: Select Country, Select Brand: Using technology and design to create more discoverable local websites - <i>Speaker:</i> John Yunker (President of Byte Level Research, LLC.)	D9: Social Media: The global challenge - <i>Speaker:</i> Gary Muddyman (CEO, Conversis)
14:30 – 15:00	Break, Visit to the Exhibition			
15:00 – 15:45	A10: Shiseido: Global Brand Communication Strategy – Case Study – <i>Speakers:</i> Kunikazu Fujiwara (Director General of the Corporate Communication Center for Europe at Shiseido International Europe) and Yoshihiro Oishi (Professor of Global Marketing, School of Business Administration, Meiji University)	B10: Think Global, Act Local; How to manage Local Area Marketing in the Retail Industry efficiently - <i>Speaker:</i> Jochen Mauch (Head of Marketing at EURONICS Germany)	C10: Learning Technologies: Global Branding Simulation - <i>Speaker:</i> Giorgio Gandellini (Adjunct Professor of Strategic Management, University of Roma Tre, Italy)	D10: How Do You Develop a Global Social Media Campaign While Responding to Individual Local Dynamics? - <i>Speaker:</i> Dean Russell (EMEA Digital Marketing Director at LEWIS PR – Global Communications)
15:45 – 16:15	Break, Exhibition Closes			
16:15 – 16:30	Closing / Prize Session			
16:30	Adjourn			