

Below is the agenda for Brand2Global London 2015. You can view more information on any of the displayed sessions or speakers by visiting www.brand2global.com or via the conference App.

DAY 1 - WEDNESDAY, SEPTEMBER 30, 2015

	ROOM A	ROOM B
8:00 - 9:00	DAY 1 REGISTRATION Plus Networking	
9:00 - 9:45	A1. Connect, Collaborate, Engage: Building and Sustaining an Audience in a Social World <i>Andrew Grill - IBM</i>	B1. THE PURPOSE FRAMEWORK - Create Meaning & Purpose for Your Brand, Business, Project or Team <i>Markus Kramer - BRAND AFFAIRS</i>
9:45 - 10:10	Break, Visit Exhibitions	
10:10 - 10:55	A2. Marketing a Brand in Europe - Why technology and culture are at the heart of success <i>Spencer Waldron - PREZI</i>	B2. Translating Multilingual Marketing Content - Challenges to Process Automation <i>Christian Weih - ACROSS SYSTEMS</i> <i>Andrew Lawless - LAWLESS GUIDES</i>
10:55 - 11:15	Break, Visit Exhibitions	
11:15 - 12:30	K1. Keynote Presentation By "The King of Brand Names" <i>Manfred Gotta - GOTTA BRANDS</i>	
12:30 - 13:45	Day 1 Lunch Break, Visit Exhibitions	
13:45 - 14:30	A3. Connecting With Local Consumers - On A Global Scale <i>Molly Welch - GOOGLE INC.</i>	B3. #Shaken Not Stirred: James Bond, YouTube and Nepal <i>Brendan Paddy - DISASTERS EMERGENCY COMMITTEE</i> <i>Steve Wheen - THE DISTILLERY LONDON</i>
14:30 - 14:55	Break, Visit Exhibitions	
15:55 - 15:40	A4. Global Customer Experience: Trends & Challenges in Balancing Global Messaging & Local Relevancy <i>Paula Shannon - LIONBRIDGE</i> <i>Stefan Tornquist - ECONSULTANCY</i>	B4. Leveraging Digital Globalization to Increase Brand Effectiveness and Enhance Customer Experience <i>Bruno Herrmann - THE NIELSEN COMPANY</i>
15:40 - 16:05	Break, Visit Exhibitions	
16:05 - 16:50	A5. The Secret To Scaling Global Brands <i>Chris Hall - BYNDER</i> <i>Nathalie Quéré - AKZONOBEL</i>	B5. Mastering The Art Of Global Content Experience <i>Benjamin B. Sargent - COMMON SENSE ADVISORY</i>
16:50 - 17:15	Break, Visit Exhibitions	
17:15 - 18:00	A6. A View Beyond The Region <i>Susie Hamlin - CISCO</i>	B6. BAND-AID® Brand Global Rebranding Case Study <i>Vicki Czechowski - BAND-AID® BRAND</i> <i>Fritz Grutzner - BRANDGARTEN</i>
18:00 - 18:30	Adjourn	
18:00 - 19:30	Opening Reception Sponsored by: 	
19:30 - 21:30	Networking Dinner Sponsored by:  Flexible thinking. Reliable delivery.	

Please Note: The Brand2Global Conference Agenda is subject to change at any time.



DAY 2 - THURSDAY, OCTOBER 1, 2015

	ROOM A	ROOM B
8:00 - 9:00	DAY 2 REGISTRATION Plus Networking	
9:00 - 9:45	A7. Exploring The Role of Visual Arts In Modern Communications Dean Russell - LEWIS PR Jennifer Arboine - CHELSEA COLLEGE OF ART UAL Ambika Subramaniam - CHELSEA COLLEGE OF ART UAL	B7. The Challenges Of Multilingual SEO Gary Muddyman - CONVERSIS Andrew Bruce Smith - ESCHERMAN
9:45 - 10:15	Break, Visit Exhibitions	
10:15 - 11:00	A8. Brand Building In A Mobile World Ciaran Quilty - FACEBOOK	B8. A Modern Marketing Journey - 80 Countries, Four Brands, One Voice John Buehler - MANPOWER GROUP
11:00 - 11:20	Break, Visit Exhibitions	
11:20 - 12:20	A9. ACADEMIC PANEL: Research Insights For Successful Global Branding Rezan F. Gassas - ANGLIA RUSKIN UNIVERSITY, UK Dr. Bertil Hultén - LINNÆUS UNIVERSITY, SWEDEN Dr. Jamie Marsden - UNIVERSITY OF LEEDS, UK	B9. ACADEMIC PANEL: Research Insights For Successful Global Digital Marketing Dr. Azza Abdel-Azim Mohamed Ahmed - ABU DHABI UNIVERSITY Dr. Miguel Á. Bernal-Merino - UNIVERSITY OF ROEHAMPTON, UK Werner Kunz - UNIVERSITY OF MASSACHUSETTS BOSTON
12:20 - 13:30	Day 2 Lunch Break, Visit Exhibitions	
13:30 - 14:15	A10. Why Strong Brands Succeed Everywhere Uli Veigel - ULI VEIGEL BRAND CONSULTANCY	B10. How Nestlé Made Their Digital Campaigns 10x More Memorable Gawain Owen - NESTLÉ Stephen Molloy - ADLUDIO
14:15 - 14:45	Break, Visit Exhibitions	
14:45 - 15:30	A11. Why We Shouldn't Translate Everything, But We Do Anyway Wayne Bourland - DELL	B11. 24/7 Global Marketing: What's Next? Agnes Adusz - BRANDWITCH Winnie Palmer - HUAWEI TECHNOLOGIES Sandro Cardoso - DANONE NUTRICIA EARLY LIFE NUTRITION Moderator: Elliot Polak - NEWSROOM
15:30 - 16:00	Break, Visit Exhibitions	
16:00 - 16:45	A12. "Better Together" - Marketing Lessons From A Major M&A In The Energy & Technology Sectors Giuseppe Caltabiano - SCHNEIDER ELECTRIC	B12. Global Companies For Indian Markets Narendra Ghate - TATA ELXSI
16:45 - 17:00	Closing Session	

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