




DAY 1 - MONDAY, OCTOBER 2, 2017

8:00am - 9:00am	Day 1 Registration & Refreshments	
9:00am - 9:30am	  <p>Bruno Herrmann Director of Globalization The Nielsen Company</p>	<p>Session 1: Globalizing Snackable Content To Enhance Micro Experiences Locally</p>
9:30am - 10:00am	  <p>Christopher Englund Localization Manager Hubspot</p>	<p>Session 21: Globalizing From The Inside Out</p>
10:00am - 10:15am	Break, Visit Exhibitions	
10:15am - 11:00am	  <p>Susan Betts Sr. Director, Microsoft Brand Microsoft</p>	  <p>Kirsten Seckler CMO Special Olympics</p>
		  <p>Ariela Suster Founder Sequence Collection</p>
11:00am - 11:15am	Break, Visit Exhibitions	
11:15am - 11:45am	  <p>Michael Saad Director Global Digital Marketing Lenovo</p>	<p>Session 4: Code & Play. Lenovo Drives Audience Engagement Through Gamification Of Coding Education</p>
11:45am - 12:00pm	Break, Visit Exhibitions	
12:00pm - 1:00pm	  <p>Erminio Putignano Co-founder and Managing Director PUSH Collective</p>	<p>Session 5: Managing Brands In The Trump Era: Not For The Faint-Hearted</p>
1:00pm - 2:15pm	Day 1 Lunch Break, Visit Exhibitions	
2:15pm - 3:15pm	  <p>Kris Bondi CMO Neura</p>	  <p>Kathrin Bussmann Founder & Principal Verbaccino</p>
	  <p>Anna Schlegel Sr. Director, Globalization & Information Engineering NetApp</p>	  <p>Moderator: Bruno Herrmann Director of Globalization The Nielsen Company</p>
3:15pm - 3:30pm	Break, Visit Exhibitions	
3:30pm - 4:00pm	  <p>Robecta Ma Vice-President Marketing, Americas Cathay Pacific</p>	<p>Session 7: How To Tell A Compelling Global Brand Story Via VR, Events & Social Media: A Case Study On A Layered Content Approach For Global Markets</p>
4:00pm - 4:15pm	Break, Visit Exhibitions	
4:15pm - 4:45pm	  <p>Sonia Oliveira Senior Director Of Globalization GoPro</p>	  <p>Gabe Rodino Director of Retail & Consumer Practice SDL</p>
4:45pm - 5:15pm	  <p>Leona Frank Global Brand Manager Vistaprint</p>	<p>Session 9: Reaching Global Audiences Through Storytelling</p>
5:15pm - 5:30pm	Break, Visit Exhibitions	
5:30pm - 6:00pm	  <p>Jayme Maultasch Group Account Director Deutsch</p>	  <p>Fritz Grutzner President & Founder Brandgarten</p>
6:00pm - 8:00pm	Networking Reception	

DAY 2 - TUESDAY, OCTOBER 3, 2017

8:00am - 9:00am	Day 2 Registration & Refreshments	
9:00am - 9:30am	  <p>Bryant Ison Sr. Director of Global Beverage Innovation Pepsico Global Beverage Group</p>	<p>Session 11: Keeping It Simple Is Complicated</p>
9:30am - 10:00am	  <p>Anuj Bhasin Head of Global Marketing Pepsico – Gatorade</p>	<p>Session 12: Gatorade: Building a Globally Relevant Sport Brand</p>
10:00am - 10:15am	Break, Visit Exhibitions	
10:15am - 10:45am	  <p>Tina O'Shea Group Manager, Content Strategy Intuit</p>	<p>Session 13: Find Your Global Voice</p>
10:45am - 11:00am	Break, Visit Exhibitions	
11:00am - 12:00pm	  <p>Susan Jurevics President bareMinerals</p>	  <p>Susie Hamlin Director Advertising, Media & Sponsorships Citrix</p>
		  <p>Elliot Polak Chief Consultant Social Dividend Global</p>
12:00pm - 1:15pm	Day 2 Lunch Break, Visit Exhibitions	
1:15pm - 1:45pm	  <p>Jon Mamela CMO Destination Canada</p>	  <p>John Ounpuu Co-Founder Modern Craft</p>
1:45pm - 2:00pm	Break, Visit Exhibitions	
2:00pm - 2:30pm	  <p>Brendan Kane Founder SEAKers</p>	<p>Session 16: Hacking Digital Growth: How To Generate Mass Global Exposure And Become A Leader In Your Industry</p>
2:30pm - 3:00pm	  <p>John McGarr President Fresh Squeezed Ideas</p>	<p>Session 17: Reincarnation: "The Power of Purpose, the Driving Force of Business & Global Brand Strategy"</p>
3:00pm - 3:15pm	Break, Visit Exhibitions	
3:15pm - 3:45pm	  <p>Florian Auckenthaler Founder Designing IT</p>	<p>Session 18: A Practical Guide To Achieve Global Brand Consistency While Catering To The Needs Of Your Local Audience</p>
3:45pm - 4:15pm	  <p>Michael Smith Vice President Nielsen Consumer Neuroscience</p>	<p>Session 19: Using Neuroscience to Optimize Creative Across Borders</p>
4:15pm - 4:30pm	Break, Visit Exhibitions	
4:30pm - 5:15pm	  <p>Kathy Klotz-Guest Founder Keeping it Human</p>	<p>Session 20: Why Global Marketing Should Run Like An Improv Group</p>
5:15pm - 5:30pm	Break, Visit Exhibitions	
5:30pm - 6:00pm	  <p>Dipanjan Chatterjee Vice President & Principal Analyst Forrester</p>	<p>Session 2: Brand 2020: Build An Emotional Brand To Acquire Customers And Ensure Loyalty</p>
6:00pm - 6:30pm	Closing Remarks	