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Our Pop-Up **schedule**

28.11 – 4.12

SUSTAINABILITY WEEK



5.12 – 11.12

INNOVATION WEEK



12.11 – 18.12

EXPLORATION WEEK

Get into

SUSTAINABILITY WEEK



LET'S SHAPE THE ADVERTISING TRANSITION – 16H-19H
SESSION & WALKING DINNER

Yves Gérard, Valérie Janssens, Axelle Pollet (RTBF) & Géraldine Deleuze (Ngroup)



CATCH ON THE ADVERTISING TRANSITION – 9H-14H

WORKSHOP & LUNCH
Vincent Binon

Get into

INNOVATION WEEK

05

DEC

TECHNOLOGY, THE HEART OF OUR CONCERNS (CIO/CTO agencies)

14H-16H

SESSION & SNACK

Alain Leroy, Silvio Patti & Pascal Antoine

06

DEC

INNOVATION TO SERVE EFFICIENCY – 9H-11H

SESSION & BREAKFAST

Laurent Mallet & Arnaud Peltyn

07

DEC

ADVERTISING USES AND LEGAL CONSTRAINTS OF 1ST PARTY DATA – 11H-13H30

INTERACTIVE SESSION & LUNCH

Barbara Van Caubergh, Valérie Janssens & Alice Portnoy (RMB DPO)

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INNOVATION WEEK



EFFICIENT DIGITAL PLANNING - 11H-13H30

INTERACTIVE SESSION & LUNCH

Laurent Mallet



TECHNOLOGY, THE HEART OF OUR CONCERNS (media partners)

9H-11H

SESSION & BREAKFAST

Alain Leroy, Silvio Patti & Pascal Antoine

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EXPLORATION WEEK



EXPERIENCE DINNER – ADVERTISERS
APPETIZER & DINNER
Gregory Vandenschrick



EXPERIENCE DINNER – MEDIA AGENCIES
APPETIZER & DINNER
Gregory Vandenschrick



CREATIVE SESSION DEDICATED TO AN ADVERTISER
WORKSHOP
Dimitri Lemmens

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AGENCIES WEEK



POLCOM PRESENTATION – AGENCIES
Aurélie Clément



DIGITAL LUNCH – TRADING DESKS
Laurent Mallet & Stephane Lucien



POP-UP CLOSING AFTERWORK

Subscription

Advertiser



Agency



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