

8:30 AM - 9:30 AM

Breakfast and Registration

[Learn More](#)

featuring

9:30 AM - 9:40 AM

Main Stage

Adweek Opening Remarks

Opening remarks and a look at the event.

[Learn More](#)

featuring

9:45 AM - 10:05 AM

Main Stage

Energise to Explore

As Chief Digital and Commercial Officer at Unilever, Conny Braams' day-to-day is no small feat. She is responsible for the end-to-end digital transformation, marketing and customer development on a worldwide scale to maximize opportunities for brand growth. With her expertise in media, entertainment and commerce, she is committed to making Unilever future-fit by blurring the lines between marketing and sales to explore the many new opportunities this offers. Specifically, Conny is responsible for making the call on where internal and external digital and creative investments should be directed, to help ensure the many parts of the organization are aligned and

featuring

Conny Braams - Unilever



10:10 AM - 10:30 AM

Main Stage

Session details to be announced.

Session details to be announced.

[Learn More](#)

featuring

10:35 AM - 10:55 AM

Main Stage

The Continued Evolution of Streaming

As the streaming sector reaches a new stage and the world's biggest media companies vie for attention on their platforms, we discuss what to expect from some of the platforms in terms of their advertising and content offers in the short term.

[Learn More](#)

featuring

Mike Shaw - Roku

Daniel Bischoff - RTL AdAlliance



11:00 AM - 11:20 AM

Main Stage

Networking Break

[Learn More](#)

featuring

11:20 AM - 11:40 AM

Main Stage

Session details to be announced.

Session details to be announced.

[Learn More](#)

featuring

11:45 AM - 12:05 PM

Main Stage

Engaging Consumers Through Experimentation and Gamification

From virtual raves and experimenting with holograms, to unlocking the power of dance to raise donations for good causes and gamify parties, Desperados has no fear in outlining new ways to allow their audience experience the brand. Hear from the Global Head of Desperados, Heineken, Rutger van der Stegen, on how he's continuing to emphasise brand innovation and activation to build the brand in the hybrid event realm. He'll also share why experiential marketing and combining digital and physical interconnectivity will close the gap between measurable interaction to profitability.

[Learn More](#)

featuring

Rutger van der Stegen - Heineken



12:15 PM - 1:10 PM



Lunch

[Learn More](#)

featuring

1:20 PM - 1:50 PM

Workshop

Session details to be announced.

Session details to be announced.

[Learn More](#)

featuring

Workshop

Session details to be announced.

Session details to be announced.

[Learn More](#)

featuring

2:00 PM - 2:30 PM

Workshop

Session details to be announced.

Session details to be announced.

[Learn More](#)

featuring

Workshop

The Web3 Shift: Engaging With The User-First Internet

The Internet is quickly shifting from a data-guzzling model dominated by Big Tech to one that respects user privacy. This new version of the Internet, Web3, presents some unique challenges and opportunities for advertisers—because the ad model of the future is built on trust, consent, and community. Join Brave in this session to learn the ins and outs of Web3 and how you can connect with privacy-conscious audiences on their terms.

[Learn More](#)

featuring

2:40 PM - 3:00 PM



Networking Break

[Learn More](#)

featuring

3:00 PM - 3:20 PM

Main Stage

Rebooting Emotion back into Advertising

It seems we always base an advertisement's level of impact on the way it makes us feel, even the way it made us laugh, or at least we used to, however according to Kantar research the use of comedy in ads has continued to diminish year-on-year for the last decade while proving to be the most effective form of creative communications.

[Learn More](#)

featuring

Chris Goddard - Johnnie Walker
Benazir Barlet-Batada - Mondelez International
Dom Boyd - Kantar UK Insights



3:25 PM - 3:45 PM

Main Stage

Session details to be announced.

Session details to be announced.

[Learn More](#)

featuring

3:50 PM - 4:10 PM

Main Stage

Beyond the Great Resignation

There is evident anxiety and pause when it comes to mentioning the recession. After an exhausting few years of uncertainty, the job market is set to continue to experience upheaval and unpredictability. However, we hope this session can ease any hint of nervousness when it comes to your role within your organization – whether that is brand, digital or marketing-based.



[Learn More](#)

featuring

Jack Kennedy - Indeed

4:15 PM - 4:35 PM

Main Stage

PlayStation: Building a Brand of Transformative and Remarkable Play

The gaming industry never seems to slow down. With its profitability, loyal fan base and attractive marketing campaigns, the industry continues to thrive. However, there's still opportunities to revolutionize what we think we know to be the roots of the business.



[Learn More](#)

featuring

Isabelle Tomatis - Sony Interactive Entertainment

4:40 PM - 4:45 PM

Main Stage

Adweek Closing Remarks

Thank you for joining!

[Learn More](#)

featuring

5:00 PM - 6:00 PM



Cocktail Reception

[Learn More](#)

featuring