



The Festival of Media 2012 Conference Theme

When data becomes insight:

beauty in numbers and the science of storytelling

Monday 16 April

Session One 08.45 – 10.15

A WELCOME TO THE SIXTH “GLOBAL” FESTIVAL OF MEDIA

Charlie Crowe, chief executive, C Squared

“Veni Vidi Vici”...? More like “Venice, Valencia, Volcano”. Announcing a new chapter in the Festival of Media’s history and a warm welcome to its new home, Montreux.

AN INTRODUCTION: STORIES & NUMBERS

Roger Parry, chairman and co-founder, MSQ Partners

Our conference chairman will introduce the themes of the next two days with a unique historical tour of the evolution of data into ‘big data’ and of the many connections between numbers and beauty...

DECODING THE DRAMA AROUND DATA

Jonathan MacDonald, co-founder, this fluid world

With so much data around us, the biggest danger is to lose focus on what is important. Just because we can crunch exabytes of consumer data every second, doesn’t mean to say that we should. Does more mean better? Despite the multi-billion dollar valuations based upon the promise of big data and all of today’s cool kids wanting the latest ultra-capable technology, are we really shaping a future we want?

IMPROVING YOUR BRAND MARKETING’S LUCK

David Wheldon, head of brand, reputation and citizenship, Barclays

Don’t buy a new rule book. The principles for great marketing haven’t changed. What has changed are the channels available to customers and the speed of the feedback loop. When things occur instantaneously and the line between data/insight/idea blurs it means big change for the way marketers and agencies have to think, work and behave – not only apart, but together. Welcome to the future of “open-source” marketing thinking.

Morning Break including Showcase Theatre 10.15 – 11.40

Session Two 11.40 – 13.15

CLOUDS AND CROWDS

Werner Vogels, Chief Technology Officer, Amazon.com

The global online retail giant talks about big data at the heart of all businesses. What does data mean for strategy, structure and implementation? What new pacts need to be formed with the consumer? Learn from one of the world’s top experts on ultra-scalable systems.



	Monday 16 April Cont...
	AGENCY JEOPARDY! The CEOs' quizzed The Quizmaster: Charlie Crowe, chief executive, C Squared Our panel: <ul style="list-style-type: none">• Mainardo de Nardis, worldwide CEO, OMD• Jack Klues, CEO, VivaKi• Stephen Allan, global CEO, MediaCom• Maria Luisa Francoli, global CEO, MPG• Mauricio Sabogal, president world markets UM & Initiative, Mediabrands• Annie Rickard, president, Posterscope• Steve King, CEO worldwide, ZenithOptimedia
Lunch including Showcase Theatre 13.15 – 14.35	
Session Three 14.35 – 16.35	
	STORIES FROM THE EDGE: (BRANDS AS PUBLISHERS) Frank Rose, author, The Art of Immersion <i>How the digital generation is remaking Hollywood, Madison Avenue, and the way we tell stories. One of the world's most insightful technology writers offers his unique perspective on the changes happening around the media industry.</i>
	THE FUTURE OF STORIES (PUBLISHERS AS BRANDS) Andrew Rashbass, chief executive, The Economist Group <i>More and more people are reading digitally and advertising is moving away from print. The Chief Executive of The Economist Group explains how The Economist is responding to digital change and why losing print sales isn't such a terrible thing...</i> SO, PRINT IS DEAD. RIGHT...? <i>Intelligent paper that connects to the internet? A poster that can make personal recommendations? Dr. Kate Stone, Founder of Novalia, has 10 minutes to convince the conference that science fiction is fact and that print is about to enter a brave new era...</i>
	CHANGING HOW THE WORLD SEES DIGITAL ADVERTISING (FESTIVAL EXCLUSIVE) <i>As brand dollars shift, advertisers are demanding proof that their digital media plans are delivering as planned. Is research responding in real-time? comScore and Kellogg's will reveal exclusive insights into a new global method of media transparency and accountability.</i> <ul style="list-style-type: none">• Gian Fulgoni, executive chairman and co-founder, comScore• Aaron Feters, associate director – global digital strategy and analytics, Kellogg's
Afternoon Break including Showcase Theatre 16.35 – 17.10	



Monday 16 April

Cont...

Session Four 17.10 – 18.15

GLOBAL BRAND CHALLENGERS

- **Petra Zinkweg, global category director, Campina Friesland Foods**
- **Christoph Michaelski, president, global hygiene category , SCA (Svenska Cellulosa Aktiebolaget)**

Moderated by:

Marc de Swaan Arons, chairman, EffectiveBrands

As the cliché goes, it's easy to achieve global fame in the networked digital age. But what does that mean in practice for powerful companies looking to build global brands that effectively leverage their global scale and experience and challenge the status quo in their categories? Can challenger brands use data, brand storytelling and digital media to drive global competitiveness? Are we about to witness a whole shake-up among the world's most powerful brands?

SHIFT HAPPENS

We haven't just got technology. We have disruptive technology. The web, search, social, the cloud, mobile, connected TV, mobile payment etc. Models and markets don't just change - they mutate. Whilst agencies, brands and media owners talk about the change they are making – they could just be rabbits in the headlights looking in only one direction. reality need. A unique panel of successful change-agents" discuss waking up to the shift and strategies to deal with it.

- **Social Business: Michael Lazerow, founder, Buddy Media**
- **Mobile Economy: Russell Buckley, mobile entrepreneur**
- **Analytical Insights: Stephen Messer, founder, Collective(i) and chairman of the Council for Accountable Advertising**

Moderated by:

Mark Palmer, founder, Maverick Planet

End 18.15

Tuesday 17 April

Session One 08.45– 10.50

THE EVOLUTION OF MARKETING AND MEDIA

Salman Amin, executive vice president & CMO, PepsiCo

Charles Darwin's insight was that those who survive and thrive are not the strongest, but merely the most adaptable. With 22 billion dollar brands in the portfolio, PepsiCo is still pushing the boundaries. Salman's talk will examine what it takes to build and sustain brands by embracing new ways of thinking about brands, consumers, media and client-agency relationships.

AGILITY AND THE FUTURE OF MEDIA

Mainardo de Nardis, worldwide CEO, OMD

In a 10-minute reprise to the opening keynote, Mainardo will consider what these issues mean for media agencies. In a world of data and content, can the media agency respond?



	<p>THE WFA TRANSPARENCY DEBATE</p> <ul style="list-style-type: none">• Ian Hutchinson, chair of WFA Media Committee• Tom Gill, marketing capability manager / agency relations, global commerce, Heineken International• Benjamin Jankowski, group head, global media, MasterCard <p><i>The golden rule: he who has the gold makes the rules (and should probably know if he is owed back any gold). Three global media directors share their views on the world of media trading and answer the issues revealed by an exclusive survey conducted by the Festival of Media.</i></p> <p>Moderated by: Sonoo Singh, editor, M&M Global</p>
<p>Morning Break including Showcase Theatre 10.50 – 12.10</p>	
<p>Session Two 12.10 – 13.30</p>	
	<p>WHAT HAPPENS WHEN TV ISN'T THE ONLY SCREEN?</p> <p><i>With inspiration drawn from a presidential debate, this unique session will address the various paths brands should take in the era of networks, sharing, skipping, online video and connected TV. Three perspectives... with one influential advertiser predicting the future of the TV advertising budget...</i></p> <ul style="list-style-type: none">• Why traditional TV wins in the digital world Marc Schröder, managing director, RTL Interactive• Digital Platforms: the new networks? Rich Riley, managing director, Yahoo! EMEA• Which path to take? Pete Blackshaw, global head of marketing & social media, Nestlé <p>Moderated by: Mark Palmer, founder, Maverick Planet</p>
	<p>THE BUSINESS OF SOCIAL</p> <p><i>Social isn't just about 'media' it's about the entire business value chain. This session will examine how and why social media engagement varies across different regions, different channels and different sectors.</i></p> <ul style="list-style-type: none">• Setting the scene: Glen Parker, research director, EMEA, UM• Client viewpoint: Paul Evans, head of media, EMEA, Xbox
<p>Lunch including Showcase Theatre 13.30 – 15.00</p>	
<p>Session Three 15.00 – 17.00</p>	
	<p>SHOW ME THE MEANING</p> <p>Richard Seymour, co-founder, Seymour Powell</p> <p><i>A new form of marketing: there is a radical change taking place in how consumers interact and engage with products and services. Good design begins with the need of the consumer. Richard explains the shift from how things work to what they can do for us.</i></p>



Tuesday 17 April

Cont..

EVERYTHING IS MEDIA

Nigel Burton, chief marketing officer, Colgate - Palmolive

Charles Courtier, global CEO, MEC

How does a brand owner that wants to move away from a reliance on TV, embrace digital media and grow its bottom line, make the change, without losing focus on accountability, effectiveness and consistency? Find out how a brand owner uses data to change its culture.

Moderated by:

Sonoo Singh, editor, M&M Global

THE WORLD'S MOST INNOVATIVE MEDIA COMPANIES

Media Accelerator Program

The Festival of Media conference will end with a unique and exclusive glimpse of FIVE businesses who will pitch their new companies to delegates. Handpicked by 12 members of our M.A.P. Screening Panel – made-up of some of the world's most influential VCs and consultants – this Session is the culmination of a global entry process which has involved the research into hundreds of game-changing companies in media. Pre-screened so you will see the most interesting and relevant concepts, this is also your chance to vote for the 2012 "Hot Company of the Year".

'SOCIAL BY DESIGN' CONTENT. WHO'S TELLING THE BEST STORIES?

- **Alain Damond, worldwide managing director G14, Initiative**
- **Nigel Sharrocks, CEO global brands, Aegis Media**
- **Jim Elms, global chief strategy officer, UM**

End 17.00



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Global 2012

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