**Media. Marketing. Content. Creativity. Growth. In the Digital Era**

**The agenda of the seminar**

* 8,30 – Registration
* 9,30 – 9,50 **- 20 minutes to understand the next 20 years**

**Oana Padure** – Managing Director **Media Direction;** **Cristian Pantazi** – **Managing Director Kaleidoscope;** **Stefan Chiritescu** – Head of Strategy **Graffiti BBDO**

* 9,50 – 10.00 - Q&A
* 10,00–11,00 – **Media: 20 minutes to mediate the next 20 years**

**Nora Marcovici** (CEO **BBDO Group**) & **Lacramioara Loghin** (Managing Director **Exact C&C**);

**Alexandru Lazescu** (PDG **TVR**) – Hybrid & smart TV

* 10,50 – 11.00 – Q&A
* 11,00-12,30 – **SIMON BOND** (CMO **BBDO &Proximity Worldwide**) – Overview on the trend and methods fueling the new digital revolution
* **12,30-14,00 – Lunch Break**
* 14,00-15,00 – **Content: 20 minutes to be content about the next 20 years**

**Cristina Bazavan (bazavan.ro)** – Content in the digital era; **Andi Moisescu** (**PRO TV**) – Digital content for personal branding

* 14,50 – 15.00 – Q&A
* 15,00-16,00 – **Creativity: 20 minutes to create the next 20 years**

**Tudor Giurgiu** (**TIFF**) – TIFF & digital world; **Tudor Galos/Microsoft Team** – html5 & Internet Explorer 9 - Creative applications.

* 15,50 – 16,00 – Q&A
* 16.00: Special session