












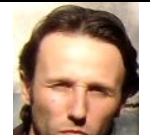


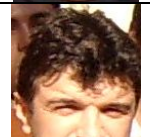




















Ziua	Ora	Tema/Titlu Prezentare	Invitat	Companie	Poza	
Marti, 19 aprilie 2005	12-13	Trending&Rebranding	Gabriel Branescu, Director Creatie	TBWA/Bucuresti		
	13-14	Research in Brand Value	Dragos Iliescu, Director General	D&D Research		
	14 -15	Brand-building Advertising	Bogdan Naumovici, CEE Regional Creative Director	Leo Burnett		
	15-17	Conferinta Panel: Comunicarea Eficienta				
		Profilare si analiza de baze de date	Adrian Alexandrescu, Executive Director	Create Direct		
		Efficient Communication	Teddy Dumitrescu Director General,	Focus/Publicis		
		N-am gasit alta rima	Radu Ionescu, Managing Partner	Kinecto Permission Marketing		
		Masurarea impactului campaniilor publicitare neconventionale	Constantin Stan	Oops Media		
	Moderator	Attila Gasparik, VicePresedinte	CNA			
	17-18	Romani la Cannes, O poveste Tangibila	Teodora Migdalovici, Redactor	Jurnalul National		

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Miercuri, 20 aprilie 2005	12-15	Conferinta Panel: Creatia intre Arta si Industrie				
		Creatia intre arta si industrie	Valentin Suciu, Director de creatie	Odyssey		
		Arta + Industria=Love	Marian Enache, Senior Copywriter	DDB Bucharest		
			Mecanisme de adresare in creatia publicitara	Bogdan Manea, Copywronger	Bright	
	15-18	Conferinta Panel: Mesajul in publicitate				
		Mesajul publicitar: Scurta istorie neconventionala	Bogdan Santea, CEO	FCB		
		Forma vs. Continut	Andrei Cohn, Director de Creatie	Cohn&Jansen		
		Copiii si mesajele TV	Attila Gasparik, VicePresedinte	CNA		
		Mesajul in publicitate	Bogdan Enoiu, Managing Director	McCann Erickson		
		Media Neconventional	Bogdan Vasile	StarCom		
		Moderator	Serban Huidu	Kiss FM		

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Joi, 21 aprilie 2005	Conferinta: Business Start-up				
	12:00	Business Start-up	Constantin Turmac, General Manager	Compass Training	
		Business Start-up	Sorin Minea, Director General	Angst	
	O cariera intr-o companie de succes				
	14:00	O cariera la Kepler - Rominfo	Radu Popescu, Account Manager	Kepler- Rominfo	
		Studiu de caz			
	14:30	O poveste de succes: 'I'm loving it'	Marina Zara, Director de marketing	McDonalds Romania	
		Conferinta Panel: Business Development			
	15-17		Horea Murgu, Presedinte	Coaching Institute	
		Working in a multinational Company vs Ro Company	Maciej Dziobek, Channel Sales Manager	Softwin	
			Lucian Despoiu, Managing Partner	Kondiment Solutions	
			Adrian Mantoiu, Marketing&Communication Manager	Tornado	

Ziua	Ora	Tema/Titlu Prezentare	Invitat	Companie	Poza
Vineri, 22 aprilie 2005		Business Leaders			
	12:00		Radu Florescu, Managing Director	Saatchi & Saatchi	
	12:45		Calin Tatomir, Director General	Cabinetul Calin Tatomir	
	13:30		Lucian Mandruta	Antena 1	
	14:00		Dan Pascariu, Presedinte	HVB Bank	
	14:30		Calin Nistor, Director Marketing	Dial Telecom	
	15:00		Radu Tudorache, Director general	Montero	
	15:30		Catalin Ionescu, CEO	Codecs	
	16:00		Alexandru Covrig, Vicepresedinte Marketing	Velpitar	
16:30		Andrei Gheorghe	Realitatea TV		

Total: 34 de invitati in 4 zile.