

THE AGENDA

1:30PM REGISTRATION AND NETWORKING

1:55PM OPENING REMARKS

Will Gompertz - BBC Arts Director

2:00PM GRAVITY ROAD - FEED ME THE FUNNY

Carpool Karaoke has been such a smash hit, it's now being spun off as an original series for Apple Music. Gravity Road hosts a 1-1 chat with partners, Fullwell 73, exploring what goes into a great social format and how high the bar now is for brands wanting a piece of the action.

*Mark Boyd, Co-Founder, Gravity Road
Fullwell 73*

2:20PM THE BEST OF 2016'S CHRISTMAS ADS

Hear from leading brands and agencies talk about the creativity, craft and messaging behind the best of 2016's Christmas ads.

*Ira Dubinsky, Head of Christmas, Marks & Spencer
Psembi Kinstan, Creative Director, Y&R
Richard Brim, Creative Director, adam&eveDDB*

2:50PM HYPE, HELP OR HINDRANCE FOR BRAND FILM?

Creative Director Kev O'Sullivan takes a look at the pros and cons on how and when PR and marketing aids a brand film and when it contaminates artistic purity. How can surrounding teasers, digital and social assets and media activations enhance or damage the experience of a good brand film?

Kev O'Sullivan, Creative Director, FleishmanHillard Fishburn

3:10PM NETWORKING BREAK

3:25PM TVC - CREATING CUT-THROUGH

This panel will discuss how brands create content that entertains, informs, educates and ultimately engages audiences, whilst not interrupting the battle between brand values and credible content.

*James Myers, Group Managing Director, TVC
Lisa Jedan, Global Head of Brand PR and Corporate Comms, Bacardi-Martini
Shavaun Glen, Chief Communications Officer, Motor Insurers' Bureau*

3:55PM LYNX - MEN IN PROGRESS

In a series of short films established by Lynx as a barometer of modern masculinity, this session is about how Lynx stopped having an opinion on what men want from life, and started just acting as a platform for men to say it for themselves.

*David Titman, Marketing Manager, Lynx and Dove Men+Care, Unilever
Jeff Bowerman, Creative Director, TMW Unlimited*

4:15PM PERSIL - FREE THE KIDS

Persil & MullenLowe share their new gutsy campaign which conveys a message about children spending less time outside than prisoners in maximum-security jails

*James Hayhurst, Global Brand Equity Director, Unilever
Alex Okada, Global Creative Director for Unilever, MullenLowe*

4:35PM NETWORKING BREAK

4:50PM CREATING CULTURAL MOMENTS THROUGH CINEMA

In this session, DCM will discuss Three and LG's collaboration in an extended brand film, alluding to the unique opportunities available to advertisers in the cinema and how brands can make the most of the medium to create engaging cultural moments.

Jeremy Kolesar, Creative Business Director, Digital Cinema Media

5:10PM BOILER ROOM AND GOOGLE PIXEL PRESENTS VR DANCEFLOORS: TECHNO IN BERLIN

Online music video pioneers Boiler Room have teamed up with Google to experiment with the future of music VR entertainment, giving unique and immersive access to music culture by the means of Pixel, a phone designed for VR. This session will go behind the scenes & tell the story of how the experiment played out.

*Ibtisam Omer, Culture Marketing Strategist, Google Berlin
Steven Appleyard, Chief Business Development Officer, Boiler Room*

5:40PM HOSTELWORLD - IN DA HOUSE WITH 50 CENT

Who better to bust hostel perception barriers than 50 Cent?

*Marek Mossakowski, Global Head of Brand, Hostelworld
Jenny Bust, Business Director, Lucky Generals*

6:00PM END OF CONTENT AFTERNOON / EVENING SHOWCASE BEGINS

The evening showcase will include a cinematic viewing experience of the best brand films from 2016, as chosen by our prestigious jury along with the presentation of the 'Best of the Best' awards