

AGENDA



Wednesday, 2 April

- 0830 **Breakfast Buffet**
- 1000 **Arrival and Welcome Introduction** - Aaron Goldman, CMO, Kenshoo
- 1015 **Creating a Culture of Innovation** - Yoav Izhar-Prato, CEO, Kenshoo
- 1045 **Marketer Point-of-View** - Jerome Laurent, Group Senior Director Traffic Acquisition and CRM, Odiego
- 1100 **Keynote** - Lord Matt Ridley, Author, *The Rational Optimist*
- 1200 **Lunch, Networking, Book Signing**
- 1300 **Marketer Point-of-View** - Nilan Peiris, VP Growth, Housetrip
- 1330 **Kenshoo Product Innovation** - Will Martin-Gill, SVP, Product, & Fiona Gill, VP, Global Client Excellence, Kenshoo
- 1430 **Yahoo Bing Network** - Tor Crockatt, Microsoft Advertising EMEA
- 1500 **Break**
- 1530 **Brainstorming and Bongos!**
- 1600 **Agency Point-of-View** - Craig Lister, Head of EMEA, Reprise
- 1630 **Entrepreneur Point-of-View** - Sanjit Atwal, Founder & CEO of Squawka
- 1700 **Executive Point-of-View** - Nick Smith, Manifesto & ex-CMO British Gas
- 1730 **Closing Remarks** - Rob Coyne, Managing Director EMEA, Kenshoo
- 1745-1930 **Cocktails and Appetizers**

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