
0800 - 0900	Registration and Networking Breakfast
0900 - 905	Introduction and House Rules.
0905 - 915	Sadia Kibria - Socialpreneurship - Marketing with Meaning - the Kotler Way
0915 - 1000	Philip Kotler speech: Marketing in the 21st century: What Really is the Future of Marketing?
1000 - 1040	Moran Cerf - Neuroscience - Inspire your Marketing
1045 - 1115	David Aaker - The Secrets of Branding Success
1115 - 1215	Yoshitaka Nakamura - Winning Through Innovation - Fujifilm's Business Transformation
1215 - 1245	Luiz Moutinho - The "AI Storm" and its effect in Marketing
1245 - 1400	Lunch and networking.
1400 - 1445	Plenary Q&A of Professor Kotler by Lord Digby Jones on the Future of Marketing, Globalizing your Business, Post Brexit Marketing and more
1445 - 1515	Greg Marshall - The Gig Economy: Marketing's Role and Potential Impact
1530 - 1630	Plenary on Diversity and Representation in Marketing - Ade Onitude, Eva Kipnis, Tanya Licsandru and Sadia Kibria
1630 - 1700	Teresa Heath-Wareing - Authenticity as the key to Social Media
1700 - 1740	Laura Ries - Positioning in the 21st century - Winning the Battle for the Mind
1740 - 1810	Samuel Scott - Media Planning in 2020 and Beyond
1810 - 1830	Closing comments by Philip Kotler
