



|| CRISTAL LAB ||

PROGRAMME

7-11 DECEMBER 2011

Crans Montana – Switzerland

Program updated on December 4th, 2011 – Subject to changes

www.europecristalfestival.com

1pm // OFFICIAL LUNCH – On the Golf Club House Terrace

1pm // Media Cristal Academy Deliberation

Members of the MCA will judge the official Media Prize list and reward one Cristal for the campaign that illustrates their outlook for the future. This working and networking deliberation will be open to Advertisers in charge of Media strategies.

3pm – Room 3 // MEDIA CRISTAL ACADEMY SESSION

➔ « **UrbanDive** », augmented reality

Eric ADERDOR, General Director – Horyzon Media

➔ **Engagement : how your media strategy get driven by the consumer ?**

Pierre LEDIEU, General Director – Piximedia

➔ **Mobile Users: Behaviours and analysis**

What is their contact with the different media, how does mobile fit into the lives of the under 30s?

Charles JUSTER, Communication Director – Médiametrie.

➔ **Mobile: Convergence between online and offline media: how mobile fits into the cross-channel campaigns?**

Hervé PARIENTI & Philippe TRENTO, Co- Directors – Les Nuages Agency

➔ **“Tv: with several users and in network “**

Stephane GOTAJNER, Digital and New Media Director – Canal +

5pm – Room 7 // Beyond the horizon. What will media look like in 2016?

Rupert SLADE, Head of International - PHD Central and Eastern Europe and Russia

6pm – Room 7 // "The New Marketing Era: From Media Value to Brand Value"

Belinda ROWE, Worldwide Managing Director – ZenithOptimedia

Mark WAUGH, Global Managing Director, Newcast at ZenithOptimedia

7pm // Official networking over a Cocktail at the Festival bar, Le Régent

8pm // MEDIA CRISTAL AWARDS CEREMONY

With the Presence of Belinda Rowe, Managing Partner Worldwide – ZenithOptimedia
Presentation of the jury Presidents.

9.30 // OFFICIAL DINNER at Restaurant Le Chalet

11pm // OFFICIAL PARTY at Monk's bar

10am - Room 3 / MEDIA CRISTAL ACADEMY SESSION

- ➔ **Study: Social networks and Mobile in the marketing chain**
Denis GAUCHER, Advertising Section Director - Kantar Media Intelligence
Françoise HERNAEZ FOURRIER, Strategic Planning Director - Kantar Media Intelligence
- ➔ **Study : European social media & emails panorama**
Rebecca MENDEZ, Head of Marketing – eCircle
- ➔ **Beyond traditional social media: how to leverage on the open web?**
Fédéric Bellier, General Manager – RadiumOne Project
- ➔ **« Digital and home media, the efficient complementarity »**
Eric TROUSSET, General Director in charge of Marketing and Research - MediaPost Advertising

11.30am - Room 3 / SESSION ETUDES

4th edition of the Innovation Advertising Observatory

Isabelle MUSNIK, Chief Editor - Influencia
Hugues CAZENAVE, President - Opinion Way
Franck LACHAIZE, Director General - Dufresne Corrigan Scarlett
Olivier BOUAS LAURENT, Associate Director General - Dufresne Corrigan Scarlett

Limelight Consulting: Barometer «Agencies/advertisers»

Some elements of the annual barometer of Limelight/opinion Way on 1307 advertisers with a focus on what are their main expectations from their agencies.

Amaury LAURENTIN, Limelight Consulting
Hugues CAZENAVE, Président - Opinion Way

12.30am - Room 3 // Debate: Distribution, digital and geomarketing: How to generate traffic from Internet to POS?

Yan CLAEYSSEN, President – ETO
Vincent KARACHIRA, CEO – Next Performance

1pm // OFFICIAL LUNCH – on the Golf Club House Terrace

2.30pm - Room 7 // Mobile Marketing: What role is mobile playing in the marketing chain?

Ludovic LEVY, International Director, Mobile – Orange Advertising

Hani RAMZI, Mobile Advertising - Executive Business Lead EMEA - Alcatel Lucent

Emmanuel WITVOET, Senior Mobile Consultant – FullSIX Group

Eric TROUSSET, General Director in charge of Marketing and Research - MediaPost Advertising

Olivier HUBLLOT, General Director – HighCo data

3.30pm - Room 7 // Debate: Connected TV

Bill SCOTT, Chief Operating & Commercial Officer – Easeltv (*Spécialiste britannique du développement et du design d'applications dédiées à la TV Connectée*)

Christophe DECLoux, Marketing Director – Panasonic

Bruce HOANG, Group Marketing Director – Orange Advertising Network

Stanislas LERIDON, President - Dotscreen

4.30pm - Auditorium / SESSION BRAND CONTENT & ENTERTAINMENT

From Content to Strategy

Peter TORTORICI, CEO – GroupM Entertainment Worldwide (USA)

Brian TERKELSEN, President – Liquid Thread Worldwide (USA)

Mark WAUGH, Global Managing Director- Newcast at ZenithOptimedia (UK)

UDECAM
UNION DES ENTREPRISES DE CONSEIL ET ACHAT MEDIA

7.30pm // Official Cocktail at the Festival bar, Le Régent

8pm // AWARDS CEREMONY for Brand Content, Integrated & Consumer Marketing

In the presence of Mathias Appelblad – BBDO NY and Marco Tinelli – Fullsix Group

Brand Content Cristal supported by:

Dailymotion
www.dailymotion.com

UDECAM
UNION DES ENTREPRISES DE CONSEIL ET ACHAT MEDIA

9.30pm // DINNER at Restaurant «Maison des Bourgeois de Crans Montana»

11pm // OFFICIAL PARTY at the nightclub "Le Pacha" offered by ZenithOptimedia

10.30am – Room 3 // A "full-journey" strategy for Salomon, by megalo & company

Bo HELLBERG, directeur de la création & Damien CUILLERY, Associé stratégie & digital - Megalo & company

Benjamin AIDAN, Digital marketing & sales director - Salomon

11.30am – Room 7 // Presidents' lectures

→ "The 2012 Checklist - According to F&B"

Filip NILSSON, Chairman & Executive Creative Director – Forsman & Bodenfors

→ "Fuck the Jonses, except for Spike and Chuck"

Eric QUENNOY, Executive Creative Director – Wieden & Kennedy Amsterdam

1pm // OFFICIAL LUNCH – At the Golf Club House terrace

Woman Cristal Academy Lunch offered by Amelie groupe (by invitation) – Restaurant Etrier
Salomon Private Lunch – Restaurant on the slopes, Restaurant Le Chetzeron (by invitation)

3.15 pm – Room 7 // Public session: Deliberation of the Advertisers Grand Jury

Presentation of the prize list by the Jury Presidents:

- Belinda ROWE, Worldwide Managing Partner – ZenithOptimedia
- Filip NILSSON, Executive Creative Director – Forsman&Bodenfors Sweden
- Mathias APPELBLAD, Executive Creative Director – BBDO New York

2.30pm – Auditorium // Viral revolution & Arab revolution: The impact of social networks on Current Affairs Communications

Moderator: Farid CHEHAB, Honorary chairman & Advisor to the board - Leo Burnett MENA & Author of « A Bet for a National Conscience »

Tarek MIKNAS, CEO – Fortune Promoseven MENA

Ahmed MAHJOUR, Business Director – JWT Tunis



www.
europecristalfestival
.com

Friday 9 December

Digital & Economic intelligence & Lobbying

3.30pm - Room 7 // Session "Ad and Books"

- ➔ « Power in the heart »
Jacques SEGUÉLA, Vice-President & Chief Creative Officer of Havas Worldwide
- ➔ "Mythological Ren@issance, imaginary and myths in the digital era"
Thomas JAMET, Head of Entertainment & Brand(ed) Content – Newcast/Vivaki

4.30pm - Auditorium // Distrust: epiphenomenon or underlying trend?

Brice TEINTURIER, General Director – IPSOS France

5.30pm - Auditorium // How Digital, in an uncertain economic climate, can be a great source of growth for brands, agencies and media?

Gilles BABINET, President of the French National Council for Digital

François LENGLET, Chief Editor – BFM Business

Stéphanie HOSPITAL, Vice President Marketing & Business Development – Orange Audience & Advertising Division

Guillaume MULTRIER, President - Webedia

Alain LEVY, CEO - Weborama

7pm // NETWORKING: Official Cocktail at the Festival bar, Le Régent

Offered by: **FRAMEPOOL**

8pm // AWARDS CEREMONY: Cyber & Mobile, Production & Design.

In the presence of the Jury Presidents Cyber and Design: Filip Nilsson, Executive Creative Director Forsman & Bodenfors, Trudy Waldron, head of TV from TBWA London and Ora ITO, designer.

9.30pm // OFFICIAL DINNER at the Restaurant « La Bergerie/Le Cervin »

Private dinner of the Advertiser Grand Jury – Restaurant Guarda Golf offered by

Orange:



11pm // OFFICIAL PARTY "Anti Crise" at Monk'is bar

Open bar and DJ set sponsored by:

FRAMEPOOL ELEGANGZ[®]

Auditorium - Young Photographers & Illustrators exhibition

Supported by:



10am - Festival Bar // Portfolio Speed dating

Photo agents, illustrators and photographers will have the opportunity to show their work to creative directors (upon registration: laurence@cristalfestival.com)

10.15am // Room 3 - Music and advertising: Focus on European tendencies

Moderator: Anne-Lise CARLO, Journaliste - Stratégies

Speakers: Alex JAFFRAY - Start Rec

Ana VOGRIC MARTINEZ - The Hours

Lionel DRAY - Agence H

Jaco ZIJLSTRA - Creaminal

Tahar CHENDER - Because Music

Philippe COLEON - Acadomia

10.30am - Auditorium // Session 1: « New Talents »

- Young Director's Forum : Broadcast of the 8th selected short films presented by the selected Young Directors
- Broadcast of the Soundtrack Contest winners

11.30am - Room 7 // Session 2: "Social Media"

→ How social media will reinvent communication?

Cyril ATTIAS - Founder of the agency « Influence Digitale » and Blogger.

→ How an automotive brand can optimize the usage of social media ?

Fabrice KOBİK - Internet and CRM director - KIA France

→ What should we expect in 2012?

Henri KAUFMAN, Blogger

→ ROI on Facebook?

Pierre François CHIRON, President - MMR

12h30 - Salle 7 // "Sexvertising: how advertising uses (and misuses) sex in different cultures"

Elliott POLAK, Fondateur - Textappeal

1pm // **OFFICIAL LUNCH** – At the Golf Club House terrace
Private lunch «Advertisers Grand Jury» - Crans Spa offered by Springbird
(sur invitation)



2.30pm – **Festival Bar // Portfolio Speed dating**
Photo agents, illustrators, photographers will have the opportunity to show their work to creative directors (upon registration)

2.15pm – Room 7 // Session 3

- ➔ **Create! How to design a contagious communication with a new generation of spiritual creatives?**
Mirko PALLERA, Strategic & Creative Director Ninja LAB and author of "Create! How to design a contagious communication (and make the world a better place)"
- ➔ **National cultural background as a tool to capture attention of consumers**
Kira LASKARI, Creative Director – Leo Burnett Moscow (Russia)
- ➔ **Engagement, storytelling and connecting with your audience: How Philips came to create the Grand Prix award winning campaign Parallel Lines.**
Eva BARRETT, Global Head of Marketing Communications - Philips Consumer Lifestyle
Damiano VUKOTIC – Head of Sales & Digital Strategy - RSA Films Limited (UK)
- ➔ **Gunn Report Presentation: The best international campaigns !**
Emma WILKIE, General Director - Gunn Report

4pm – Auditorium // Session 4

- ➔ **ONE FLAG, ONE PRIDE, ONE BIG IDEA (The Rom Case history)**
Milka Pogliani, Chairman & Executive Creative Director McCann Worldgroup Italy,
Creative advisor – McCann New Europe
- ➔ **The clash. The culture clash. When Digital rocks the Creative casbah.**
Frederic Winkler, President – JWT Paris
- ➔ **From creation to co-creation: What is the place for consumers in the creative process?**
François PETAVY, CEO – Eyeka

Saturday 10 December

Forum of Creative Freedom



5pm // Keynote Speaker: Jimmy Wales

Jimmy Wales, the Founder of Wikipedia and Internet Entrepreneur who was nominated as one of the top 100 influential personalities in the world by TIME magazine, will hold an exceptional conference on Saturday the 10th of December.

7pm // Official Networking Cocktail at the Festival bar, Le Régent

Sponsored by Sup de Pub for its 25th anniversary:



8pm // CLOSING AWARDS CEREMONY for Film, Press, Outdoor, Radio

Reward of the Great cause NG'Ad Grand Prix

Reward of the Advertisers Grand Cristal

Reward of the Festival Grand Cristal

9.30pm // GALA DINNER – Grand Hôtel du Golf

11pm // OFFICIAL PARTY at "Le Pacha"