

The speakers

Register here



Nikolay Nedelchev
CEO
Publicis Groupe Bulgaria
[see more](#)



Arnel Bursaux
EVP, EMEA Data & Analytics
Publicis Spine
[see more](#)



Petya Lakova
Head of Digital
Publicis Groupe Bulgaria
[see more](#)



Maya Marashlian
Head of Insight
Brandworks
[see more](#)



Adrian Rosenthal
Head of Digital and Social Media
MSLGROUP Germany
[see more](#)



Svetlana Tacheva
Research Director
Publicis Groupe Bulgaria
[see more](#)



Nico Alexander-Jahn
EVP
Publicis Groupe Bulgaria
[see more](#)



Mark de Bruijn
VP, Head of Marketing EMEA & MEE
SAP Customer Experience - Customer
Experience Expert and Professional Speaker
[see more](#)



John Thomson
Product Specialist
SAP Customer Data Cloud
[see more](#)



Shakir Ahmedov
Founder and Owner
OmniChannel
[see more](#)



Hristo Hristov
Chairman IAB Bulgaria, CEO
Netinfo
[see more](#)

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The agenda

12:00 - 12:30

Part 2: **Showcase: Open Panel with Q&A**

Open panel discussion and Q&A with key speakers of the event

09:30 - 12:00

Part 1: **Strategic Foundation**

PLATFORMS, INSIGHTS, STRATEGY, CONTENT

Topics:

- data trends
- platforms
- social media intelligence
- strategy
- creative & PR

12:30 - 13:30

Lunch

13:30 - 14:30

Part 3: **Media Masterclass**

A practical demonstration of media tools and platforms that build long-term brand loyalty

The date

04, April, 2019

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The place

Oborishte 5, HALL

