

HANDS-ON DIGITAL
MORNING**9:00 WELCOME COFFEE & KICK OFF****9:30 THE FUTURE OF DIGITAL MARKETING**

DALLAS, JAN ALGOED

**HANDS-ON SESSIONS**

	1	2	3	4	5
	CEREMONIEZAAL AULA	ACADEMIERAADZAAL	FILMPLATEAU	AUDITORIUM A	AUDITORIUM C
10:10	DIGITAL PLATFORMS, BUSINESS MODELS AND THE ROLE OF DATA TOM EVENS GHENT UNIVERSITY	INFLUENCER MARKETING: CHALLENGES FOR EU CONSUMER LAW EGELYN BRAUN EUROPEAN COMMISSION	AUTOMATION AND VOICE SEARCH REBECA DE DOBBELAER OM COLLECTIVE	CONTENT COLLABORATION & DISTRIBUTION CHUN KAY TANG STORYCHIEF	OMNI-CHANNEL CONSUMER ACTIVATION IN AN EVER CHANGING MARKET TIM DE WITTE MYSHOPI
10:45	SEARCH ENGINE MARKETING (NL) FREDERIK VERMEIRE WISEO	LIFE AS AN INFLUENCER ELKE SOCKEEL GOLDILOKS	THE BLOCKCHAIN AND MARKETING COMMUNICATION JAN ALGOED DALLAS	THE STRENGTH OF SOCIAL VIDEO IN A CAMPAIGN THIBEAU DE VOS VIRGIL	ONLINE COMMUNICATION AND THE ROLE OF MARKET RESEARCH TO OPTIMIZE CAMPAIGNS ILSE BRUWIERE IPSOS
11:20	ALPRO: FROM DIGITAL ZERO TO DIGITAL HERO SERGI CALVO SOLER ALPRO	DIGITAL MARKETING WE CAN DANCE JULIE VERMEIRE WE CAN DANCE	TARGETED ADVERTISING ON MAJOR NEWS WEBSITES KATRIEN BERTE MEDIAHUIS	AR & VR IN ADVERTISING JOCHEN VAN LYSEBETTENS NANOPIXEL	BIG DATA PETER DEPYPERE BAM

12:00 THE STORY OF AN UNUSUAL CHOCOLATE BAR

TONY'S CHOCOLONELY, YNZO VAN ZANTEN

13:00 LUNCH

13:30 SMART ADVERTISING ON TELEVISION
SBS, JEROEN COEYMANS

14:15 DIGITAL AD STANDARDS IN EUROPE
EASA, JUSTINA RAIZYTE

14:45 COOLBLUE AND ITS OBSESSIVE FOCUS ON CUSTOMER SATISFACTION
COOLBLUE, CAMILLE DEPUYT

15:30 COFFEE BREAK

15:45 INSIGHTS INTO DIGITAL MARKETING RESEARCH

1

CEREMONIEZAAL AULA

CHATBOTS

CAROLIN ISCHEN
UNIVERSITY OF AMSTERDAM

NATIVE ADVERTISING

SIMONE KROUWER
UNIVERSITY OF ANTWERP

VLOG ADVERTISING

STEFFI DE JANS
GHENT UNIVERSITY

2

PADDENHOEK 1.0

AUGMENTED REALITY

ANNE ROOS SMINK
UNIVERSITY OF AMSTERDAM

STAKEHOLDER MARKETING

DORIEN LUYCKX
UNIVERSITY OF ANTWERP

CUSTOMER REVIEWS

ORPHÉE DE CLERCQ
GHENT UNIVERSITY

3

ACADEMIERAADZAAL

VIRTUAL REALITY GAMES

ZEPH M;C; VAN BERLO
UNIVERSITY OF AMSTERDAM

REAL-TIME MARKETING

KOMALA MAZERANT
ROTTERDAM UNIVERSITY

MEDIA MULTITASKING & SNS

EMMA BEUCKELS
GHENT UNIVERSITY

4

PADDENHOEK PC LOKAAL

PERSONALIZED MARKETING

JOANNA STRYCHARZ
UNIVERSITY OF AMSTERDAM

SOCIAL ADVERTISING

SANNE HOLVOET
GHENT UNIVERSITY

16:30 HOW TO SURVIVE IN THE AGE OF AI, VOICE & HYPER-PERSONALIZATION
AG CONSULT, KARL GILIS