

HANDS-ON DIGITAL

MORNING

MARCH 2020 16

UNIVERSITEIT GENT
AULA, VOLDERSSTRAAT 9, GENT



SCAN FOR MORE INFORMATION
ABOUT THE PRESENTATIONS

9:30 - 9:45 WELCOME

9:45 - 10:15 THE FUTURE OF DIGITAL MARKETING
JAN ALGOED NOMORENOISE

10:15 - 11:00 STUDIO BRUSSEL: EEN RADIOZENDER IN DIGITALE TIJDEN
BRECHT VAES STUDIO BRUSSEL

11:00 - 11:30 BREAK ALPRO TASTING

11:30 - 12:00 HANDS-ON DIGITAL I

1

AULA

INFLUENCERMARKETING: ADDED VALUE
OF HYPE?
AMAURY VAN KENHOVE DISNEY

2

ACADEMIERAADZAAL

DEVELOPING AND IMPLEMENTING A GLOBAL
PAID SEARCH STRATEGY
LOUIS VANDEMOORTELE ALPRO

12:00 - 12:30 HANDS-ON DIGITAL II

1

AULA

B THE CHANGE
SUSANNE KOOLHOF REVIVE

2

ACADEMIERAADZAAL

ONLINE MARKETING IN DE PRAKTIJK
JAN SEURINCK BBDO

12:30 - 13:00 LUNCH



DOCTORAL SCHOOLS



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13:00 - 14:00

INSIGHTS INTO DIGITAL MARKETING RESEARCH

1

AULA

PRESCHOOLERS' ADVERTISING LITERACY LEVELS
INI VANWESENBEECK UNIVERSITEIT GENT

DISCLOSURES IN INFLUENCER MARKETING
MARIJKE DE VEIRMAN UNIVERSITEIT GENT

SPONSORED INSTAGRAM POSTS
DIENEKE VAN DE SOMPEL UNIVERSITEIT GENT

2

ACADEMIERAADZAAL

CHILDREN'S PRIVACY LITERACY
LAURIEN DESIMPELAERE UNIVERSITEIT GENT

CONVERSATIONAL AGENTS IN DIGITAL MARKETING
CAROLIN ISCHEN UNIVERSITEIT VAN AMSTERDAM

NATIVE ADVERTISING ON NEWS SITES
DORIEN LUYCKX UNIVERSITEIT ANTWERPEN

14:00 - 14:45

**RESEARCHING ALGORITHMIC RECOMMENDATIONS IN COMMUNICATION SCIENCE:
OPPORTUNITIES AND CHALLENGES**
BRAHIM ZAROUALI UNIVERSITEIT VAN AMSTERDAM

14:45 - 15:00

BREAK

15:00 - 15:45

DIGITALE MUZIEKCONSUMPTIE EN DE INVLOED OP MARKETING EN PR
CHARLOTTE DE METS WARNER

15:45 - 16:30

LOVE YOUR USERS AND THE REST WILL FOLLOW
ELS AERTS AG CONSULT



DOCTORAL SCHOOLS

