

AN ERA OF TRANSFORMATION

Marketing Advertising Digital

July 12th, 2017 at the David InterContinental hotel, Tel Aviv

9:00 am - 11:00 am

STAY TUNED

FUTURE TRANSFORMATIONS

Eli Zipori, Deputy Editor-in-Chief, Globes
Unveiling the 2017 Brands Index Magazine – the Ranking of Leading Brands and Marketing Campaigns



► **Douglas G. Rozen**, Chief Digital & Innovation Officer, OMD (part of Omnicom Group)
Welcoming Brands to the Immersive Age

Ayoob Kara, Minister of Communication

Panel: **It all Begins with a Vision**

Ran Guron, CEO, Pelephone
Giora Bar Dea, Deputy CEO, Strauss Group
Isaac Benbenisti, CEO, Partner Communications
Yossi Elbaz, CEO & owner, Domino's Pizza Israel
Mark Oun, CEO, Gett

Moderator: **Anat Bein**, Advertising Correspondent, Globes

11:30 am - 12:30 pm

NOTE TO SELF

CHANGING PERCEPTIONS

Fireside Chat:

Gil Rosen, VP Marketing & Innovation, Bezeq
Amit Kama, CEO, Kamedia Digital



► **Eva Barrett**, Global Head of Brand Marketing Communications, Philips International

Zohar Orian, Blogger, advisor on corporate digital innovation

The Secret Sauce: Innovation Driven from Consumers' Real Needs

Moderator: **Liat Ron**, Globes

1:30 pm - 2:45 pm

MORE FAKE THAN NEWS

WHERE IS THE DIALOGUE WITH THE CONSUMER HEADED?



► **Samantha Bradshaw**, Researcher, Computational Propaganda Project, Oxford University

Are Political Campaigns Posts on Social Networks Becoming a Threat to Democracy?

Panel: **Trust and the New Dialogue**

Prof. Karine Nahon, President, Israel Internet Association (ISOC-IL) and Associate Professor of Information Science at the Lauder School of Government and Ofer School of Communications, Interdisciplinary Center at Herzliya
Anat Elhannani, CMO, Facebook Israel
Ido Har Tuv, CEO, Gitam BBDO
Guy Lerer, TV Host, "Hazinor", Channel 10

Moderator: **Anat Bein**, Advertising Correspondent, Globes

1:30 pm - 2:45 pm

WHAT'S NEXT?

TRANSFORMATION IN THE BUSINESS MODEL



► **Michael Fröhlich**, WPP Client Team Leader and CEO, Europe, Middle East & Africa, Ogilvy

A Case Study: Ogilvy's Next Chapter of Business Transformation

Marketing-Based AI

Optimization of Commercial Campaigns
Or Russo, General Manager, Albert

Panel:

Ilan Sigal, CMO, Pelephone
Amir Guy, co-CEO, Adler Chomski and Chairman, Israel Advertising Association
Shahar Markovitch, CDO, Bank Hapoalim

Moderator: **Liat Ron**, Globes

1:30 pm - 2:45 pm

TV EVERYWHERE

THE INTERNET IS CHANGING THE DEFINITION OF TELEVISION

Panel:

Dr. Yifat Ben Hay-Segev, Chairwoman, Council for Cable TV & Satellite Broadcasting, Israeli Ministry of Communications
Liran Dan, VP Marketing, Partner Communication
Ori Gal, VP Marketing, YES
Ramy Nahum, CEO, Triple C
Yaniv Gruenwald, VP TV & Content, Cellcom

Moderator: **Gad Peretz**, Telecom Correspondent, Globes

3:15 pm - 3:45 pm

MAD NETWORKING

3:45 pm - 4:30 pm

Fake You Trust: How We Lost it and How Can We Regain it?

Noam Manella, Expert on Social Networks

Registration: *5988
30% percent discount to Globes' subscribers
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MAD PARK

AN INTERACTIVE OPEN STAGE

The best minds in the Israeli tech community will present the latest innovations from the marketing, advertising, and media industries.

The technologies will be chosen by a panel of judges from Globes, First Time Fund, and Bank Hapoalim.