

IBERIA ^{MADRID} masterclass

Event partners:



Media partner:



IBERIAN MASTERCLASS
Tuesday, 9 October 2007
Hotel Husa Princesa, Madrid, Spain

0900 Delegate registration

0930 **Introduction: Why you need to be creative**

Why media strategy and great creative are more important than ever – with a world tour of the best creative media strategies to inspire you and prove that a powerful media idea can add more value to the bottom line than a host of standard TV ads or print insertions.

Charlie Crowe, CEO, C Squared Holdings

1010 **The international client's perspective**

Why are successful marketers placing more emphasis on the creative exploitation of media channels than ever before? How can you elicit and inspire the best creative ideas from your agency and media owner suppliers?

Oliver Cleaver, Media Director Europe, Kimberly-Clark

1040 Questions and debate

1050 Refreshments

1115 **Grupo Consultores presents:** Trends in media from the recently completed annual Iberian media survey taken amongst 700 client and agency decision makers from Spain and Portugal

Cesar Vacchiano, Executive Vice President, Grupo Consultores

1140 **Creative insights into the media market in Iberia: regional agency networks discuss best practice**

Luis Mergulhao, CEO, OMG Portugal

Ana De Martin, Managing Director, Starcom Madrid

Javier Sarasola, Managing Director, Mediaedge:CIA Spain

1240 Questions and debate

1300 Lunch

The Regional Marketer's perspective

1415 Joao Sampaio, Chief Marketing Director, Unicer Portugal

1445 Juan Martín Blázquez, GPM Mobile Marketing, Telefónica de España

1515 Questions and debate

1530 Refreshments

1600 UGC and brands

In 5 years time, 50% of all content will be user-generated. What does this mean for the way in which companies create products and communicate messages? How can they embrace the phenomenon of user-generated content and use it to their advantage? Tom

Himpe gives an insight in the do's and don'ts in this area, showcasing how companies around the world are involving their audiences in a systematic and relevant way on all levels, from communication to product development.

Tom Himpe, Senior Strategist, Naked Communications

1645 Questions & debate

1700 Summing up & update on The Venice Festival of Media

1730 Close