



DIGITAL MARKETING FORUM

CONFERENCE

08.00 – 09.00 – ÎNREGISTRAREA PARTICIPANȚILOR
09.00 – 11.00 – SEȘIUNEA 1

TOP TRENDS IN DIGITAL MARKETING



The future of Marketing

JENNA TIFFANY - FOUNDER & STRATEGY DIRECTOR, LET'S TALK STRATEGY



Brand initiative to captivate your consumer

LAURA BARBU - BRAND & MARKETING COMMUNICATION DIRECTOR, VODAFONE



Where your audience is watching

ANETA PLEȘA - ANALYTICAL LEAD, GOOGLE ROMANIA



Romania's Digital Marketing Report

ANDREI CÎNDA - MANAGING PARTNER, ISENSE SOLUTIONS

Moderator:

CRISTIAN MANAFU - MANAGING PARTNER, EVENSYS

13.00 – 14.00 – PAUZĂ DE PRÂNZ
14.00 – 16.00 – SEȘIUNEA 3

CREATIVE DIGITAL EXPERIENCES



I got 99 problems, but digital marketing ain't one

LAURENȚIU DUMITRESCU - MANAGING PARTNER, DIGITAL STAR



(the actual) 10 years challenge!

SILVIANA TOADER - SENIOR ART DIRECTOR, CONVERSION



Secrets of mobile video marketing in 2019

ROB LEE - CONSULTANT & TRAINER, INSTAGRAM AND SNAPCHAT FOR BUSINESS



Reimagining content and rethinking campaigns

ANA MARIA BĂJAN - MARKETING, BUSINESS DEVELOPMENT & PR EXECUTIVE DIRECTOR, CAROLI FOODS GROUP

Moderator:

CRISTIAN MANAFU - MANAGING PARTNER, EVENSYS

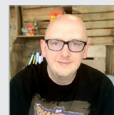
11.00 – 11.30 – PAUZĂ DE CAFEA
11.30 – 13.00 – SEȘIUNEA 2

DIGITAL BRAND TRANSFORMATION



Setting the course for success in a rapidly changing world

SIMON GILL - CHIEF EXPERIENCE OFFICER EMEA, ISOBAR



Win your next client on LinkedIn

DEAN SEDDON - MARKETING CONSULTANT & LINKEDIN TRAINER



How to make branded content people actually talk about

RAUL GHEBA - WRITER & COMEDIAN



ALEX COTEȚ - SCENARIST & REGIZOR, SECTOR 7

Moderator:

CLAUDIA CHIRILESCU - DIRECTOR GENERAL, SPOON MEDIA

16.00 – 16.30 – PAUZĂ DE CAFEA
16.30 – 18.00 – SEȘIUNEA 4

DIGITAL MARKETING INNOVATIONS



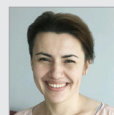
Taking new roads in digital marketing

THOMAS BARTHUEL - HEAD OF EMEA STRATEGY & NEW MARKETS BUSINESS DEVELOPMENT, WAZE



How to make your send & win promotions more appealing to your consumers

MARIAN ȘEITAN - CEO, MEDIAPOST HIT MAIL



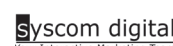
Steps to a better quality of digital brand advertising

ANCA VRABIESCU - DIGITAL STRATEGIC PLANNER, MEDIACOM

Moderator:

GABRIEL PĂTRU - HEAD OF STRATEGY, WAVEMAKER ROMANIA & PRESIDENT, IAB ROMANIA

PARTENERI





DIGITAL MARKETING FORUM

MASTERCLASS

08.00 – 09.00 – ÎNREGISTRAREA PARTICIPANȚILOR
09.00 – 11.00 – SESIUNEA 1

FACEBOOK & INSTAGRAM



FACEBOOK ADVERTISING

ANABELA LUCA - ONLINE MARKETING SPECIALIST,
ADLEMONADE



INSTAGRAM ADVERTISING

ADELINA OPREA - FOUNDER, CHAMPAIGNS

Moderator:

VALENTIN RADU - CEO & FOUNDER, OMNICONVERT

11.00 – 11.30 – PAUZĂ DE CAFEA
11.30 – 13.00 – SESIUNEA 2

GOOGLE & YOUTUBE MARKETING



GOOGLE ADVERTISING

IONUȚ MUNTEANU - MANAGING PARTNER, WEBDIGITAL



YOUTUBE ADVERTISING

MIHAI ALEXANDRU ANDREI - MANAGER OF
OPERATIONS & PARTNER, WEBDIGITAL

Moderator:

CRISTIAN FLOREA - SOCIAL MEDIA MANAGER. KOOPERATIVA 2.0

13.00 – 14.00 – PAUZĂ DE PRÂNZ
14.00 – 16.00 – SESIUNEA 3

INFLUENCER MARKETING SESSION



Planificarea unei strategii optime de influencer marketing

ANDREEA LUPU - STRATEGY & INNOVATION DIRECTOR,
STARCOM ROMANIA



Cum să lucrezi cu influencerii

FLORIN GROZEA - INFLUENCER MARKETING VISIONARY,
HIT YOURSELF



Cum să lucrezi cu micro-influencerii

DORIN BOERESCU - CEO, 2PERFORMANT.COM

Moderator:

CRISTIAN CHINA BIRTA - CO-FODATOR, KOOPERATIVA 2.0

16.00 - 16.30 – PAUZĂ DE CAFEA
16.30 – 18.00 – SESIUNEA 4

E-MAIL MARKETING & SEO SESSION



E-MAIL MARKETING

ANDREI GEORGESCU - MANAGING DIRECTOR,
WHITE IMAGE



SEARCH ENGINE OPTIMIZATION

MIHAI VÎNĂTORU - MANAGING PARTNER,
DWF

Moderator:

CRISTIANA PISICĂ - PERFORMANCE MARKETING MANAGER, CREADIV

PARTENERI

