

## 08.00 - 08.45 - INREGISTRAREA PARTICIPANTILOR

### 09.00 - 10.30 - SESIUNEA 1

#### Opening Debate: Building a Future-Proof Communication Strategy



**CRISTINA BUTUNOI**  
DEPUTY MANAGING DIRECTOR, GOLIN ROMANIA



**BOGDAN TOMOIAGA**  
MANAGING DIRECTOR, GRF+



**SORANA SAVU**  
SENIOR PARTNER, PREMIUM COMMUNICATION



**RALUCA ROTARU**  
MANAGING DIRECTOR, CHAPTER 4 ROMANIA



**DANA NAE POPA**  
OWNER & MANAGING DIRECTOR, PASTEL



**CRISTIAN MANAFU (MODERATOR)**  
CONFERENCE HOST

## 10.30 - 11.00 - PAUZA DE CAFEA

### 11.00 - 13.00 - SESIUNEA 2

#### What's Hot in Communication & Public Relations

##### What's Hot in Product Communication (Through a Global Lens)



**KAT DARE**  
DIRECTOR, KETCHUM UK

##### Mastering the Art of Reputation Management



**VERONICA PLACINTESCU**  
HEAD OF PR, OXYGEN

##### Unraveling the Latest Trends Heating Up the Public Relations Landscape



**IOANA MANOIU**  
MANAGING PARTNER, GMP PR

##### Exclusive: CEOs Power Report



**TRAIAN NASTASE**  
MANAGING PARTNER, ISENSE SOLUTIONS



**DANA DOBRESCU (MODERATOR)**  
CORPORATE & GOVERNMENT AFFAIRS, MONDELÉZ ROMANIA

## 13.00 - 14.00 - PAUZA DE PRANZ

### 14.00 - 15.30 - SESIUNEA 3

#### Exploring New Ways in Communication

##### The Critical Importance of Data Storytelling



**JONNY BENTWOOD**  
GLOBAL HEAD OF ANALYTICS AND DATA, GOLIN UK

##### Harnessing the Power of Shared Value in Corporate Communication



**NICOLETA DELIU**  
HEAD OF COMMUNICATION, BCR



**IULIA BOTAR**  
CSR & COMMUNICATION DIRECTOR, GRF+

##### Balancing Authenticity and Strategy in the PR Arena



**ROXANA DIBA**  
MANAGING DIRECTOR, GOLIN ROMANIA



**CATRINEL DUMITRU (MODERATOR)**  
BUSINESS STRATEGIST & COACH

## 15.30 - 16.00 - PAUZA DE CAFEA

### 16.00 - 18.00 - YOUNG PR SEMINAR

#### Creating Your Successful Career Today In Communication & PR



**NICOLETA DELIU**  
HEAD OF COMMUNICATION, BCR



**IOANA CUCU**  
COMMUNICATION DIRECTOR, GRF+



**CRISTINA HANGANU**  
HEAD OF COMMUNICATION & CSR, LIDL ROMANIA



**SABINA STIRB**  
HEAD OF COMMUNICATIONS, SAMSUNG



**IULIA BOTAR**  
CSR & COMMUNICATION DIRECTOR, GRF+



**ANDREEA BLEJAN**  
HEAD OF SOCIAL MEDIA HUB, BCR

PREZENTAT DE

