



08.00 - 08.45 – INREGISTRAREA PARTICIPANTILOR

09.00 - 10.30 – SESIUNEA 1 - CONFERINTA

## #InfluenceMe2023. Actual status, Marketing predictions & Emerging trends



ANDREEA ZANFIR  
HEAD OF CONSUMER INSIGHTS, STARCOM ROMANIA

### Fading Borders



ANDREEA LUPU  
STRATEGY & INNOVATION DIRECTOR, STARCOM ROMANIA

## Influencer Talk



RALUCA ANTON  
PSYCHOTHERAPIST & TRAINER, PHD



ANDREEA LUPU  
STRATEGY & INNOVATION DIRECTOR, STARCOM ROMANIA



CRISTIAN MANAFU (MODERATOR)  
CONFERENCE HOST

10:30 - 11:00 – COFFEE BREAK

11:00 - 13:00 – SESIUNEA 2 - CONFERINTA

## Decoding the Future: What Comes Next in Influencer Marketing?



RAHUL TITUS  
GLOBAL HEAD OF INFLUENCE, OGILVY

### Influencers in a Gen Z world. Authenticity Over Perfection



CLAUDIA BODNAR  
SOCIAL MEDIA MANAGER KFC, PIZZA HUT & TACO BELL

## Discover the current trends in influence and learn how brands can stand out authentically in a highly competitive landscape



SARAH PINCH  
HEAD OF SOCIAL & INFLUENCER, KETCHUM LONDON

### Rising Above Challenges: Achieving Success with Influencer Campaigns



SILVIU ANTOHE  
EXECUTIVE CREATIVE DIRECTOR, MULLENLOWE



CRISTIAN MANAFU (MODERATOR)  
CONFERENCE HOST

13:00 - 14:00 – LUNCH BREAK

14:00 - 17:00 – SESIUNEA 3 - MASTERCLASS

## Plan a Successful Campaign with a 5-Point Influencer Marketing Campaign Checklist



ROXANA DIBA  
MANAGING DIRECTOR, GOLIN

### Discovering the Perfect Influencers for Your Brand



BOGDAN TOMOIAGA  
MANAGING DIRECTOR, GRF+

### Best Practices in Campaign Management and Creative Strategy



OCTAVIAN GHEORGHE  
CREATIVE DIRECTOR, GMP PR

### Expanding Organic Reach Through Media Amplification



ANCA TOMA  
DIGITAL STRATEGY DIRECTOR, MTH DIGITAL

## Creating Influencer Marketing Campaigns with Strong KPIs



ANDREEA LOGIGAN  
MANAGING DIRECTOR, MSL CONSULTANTS

### Allout FactZ by Samsung - A Campaign About Untold Truths and Vulnerabilities Among Gen Zers



CORINA SANDU  
CAMPAIGN & CATEGORIES MANAGER, SAMSUNG ROMANIA



SABINA STIRB  
COMMUNICATIONS & CC MANAGER, SAMSUNG ROMANIA



CRISTIAN CHINA-BIRTA (MODERATOR)  
CO-FOUNDER, KOOPERATIVA 2.0