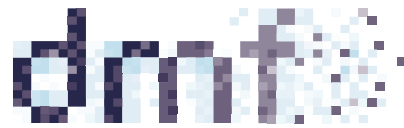





CONFERENCE & WORKSHOPS PLANNING



Keynote speakers

Room	1	3	4		2		5
10.00/ 10.30	EmailVision Bertrand Van Overschelde « Built a new channel with Email Marketing. »	Autonomy Interwoven James Murray « Meaning Based Marketing - a digital revolution. »	Newtel Essence Contactcentres.be Stanny De Reynt « Human2.0, the evolution from system-centric or application-centric to "user-centric". »	09.00/ 09.30/ 09.30/ 09.35	Emakina Academy « Welcome Coffee & Registration. »	10.00/ 11.00	Adobe Christoph Rooms « Getting your message and brand on every screen. » 
10.30/ 11.00	IAB Hans Smellinckx « Hoe scoren uw e-mailings? »	Krimson Roel De Meester « How to lose your clients and the 5 ingredients to make them feel good about it. »	Sitel Contactcentres.be Marc Terneest en Brendan Kelly « Sitel, a contact centre working from the customer's perspective! »	09.35/ 10.50	Emakina Academy Sophie Grailot, Cédric Brandelard, Rolf Verlinden, Toon Coppens, Geoffroy Simon, Alexis Tinel « When web meets world. »		
11.15/ 11.45	EmailGarage Kenny Van Beeck « Create relevant email campaigns that make it to the inbox. An overview of deliverability challenges and solutions. »	Sanoma Magazines Belgium Clo Willaerts « What makes women click? »	MI4C Contactcentres.be Maarten Bossuyt « Individual marketing & segmentation models in contact centers & market research. »	11.00/ 11.15	Emakina Academy Michel Demoor « Social shopping »	11.15/ 11.45	Copernica Walter van der Scheer, « You talking to me? Trends in dialogue marketing. »
11.45/ 12.15	The Parking Lot Evan Van Lissum « 10 things about the internet you should know, but no one ever told you. »	Coworks Kurt Maet « Multi-site installatie mogelijkheden. »	THOCC Contactcentres.be David Gybels « "Written Care" and "Web Monitoring" are core tasks of the Contact Center... or not? »	11.15/ 11.30	Emakina Academy Yf Brodala, Rutger Beckers « Gooddeal. »	11.45/ 12.15	EmailVision Thierry Rambaud/ Bertrand Van Overschelde « How Royal Canin set up their customer retention strategy with Email marketing. »
12.15/ 12.45	Netprofiler Frans Appels, «Hoe de site conversie te verdubbelen?»	Xerox & Citobi Eric Godefroid (Citobi), Annick Declercq-Kloppert (Xerox) « Discover 1 to 1 Lab. ROI through personalisation. »	Voice Pablo Jonas « The conversation exposed. »	11.30/ 11.50	Emakina Academy Thomas De Vos « Pinch me. »	12.15/ 12.45	LBI Stephen Barber « Social Media vs. Social engineering: the art and architecture of persuasion. »
12.45/ 13.30		Citizen Journalism Ann Laenen, Stefan Kolgen « Citizen Journalism: Scenarios for the future. »		11.50/ 12.05	Emakina Academy Frederic Bellier « Daily Motion. »		
13.30/ 14.00	Copernica Ruud Ouweneel « 30 minutes of best-practices create a lifetime of effective e-marketing campaigns. »	Adapti Mario Schraepen « Drive marketing excellence with Salesforce.com, the cloud marketing leader. »	LBI & Citobi Benoit De Nayer (Citobi) « Driving ROI trough better email relevance. »	12.05/ 12.20	Emakina Academy Hendrik Everaerts « The future of design. »	13.30/ 14.00	Drupal Keynote Robert Douglas Better, faster, cheaper: Everything you do now, with Drupal
14.00/ 14.30	DreamMachine Gerda Van Damme « On line contests – do's and don'ts. »	Connexion Stany van Gelder « Drupal and Addemar are now integrated to simplify your email marketing management. »	Selligent Cédric Donck, Eric de Bellefroid « Nikon met le focus sur le marketing interactif et l'activation des canaux mobiles. »	12.20/ 14.00	Emakina Academy Katrien De Graeve, Chris Vanderheyden, Peter Sand « Closing session with Microsoft & Emakina. »	14.00/ 14.45	iPhone debate « Développeur sur iPhone: 9 professionnels répondent à vos questions! » Alexandre Colleau i-phone.com
14.30/ 15.00	Copernica Thomas Van Roy « Y a du voice dans l'e-marketing! »	Neolane Rob van der Zalm « Seize the marketing opportunity of transactional email messages. »	Nedstat Guido Fambach « Video and Mobile – increase customer engagement through the new communication channels. »			14.45/ 15.45	TrendONE Sven Tollmien « Jump into the Outernet - A trend journey to the ubiquitous digital world. » 
15.00/ 15.30	Group Joos Jackie Weyts « Direct Mail succesvol in uw communicatiemix. »	DearMedia Jo Caudron « Seed The World. Effective Use of Social Media. »	Studio Brussel Tom Cornille « Client-case: The new StuBru website. »	15.00/ 15.30	Selligent Hans smellinckx « The good, the bad, and the ugly. »		
15.30/ 16.00	Skynet Bart Swimberghe « An ever changing digital world. »	Neolane Rob van der Zalm, Kris van Bavel « Personalization strategies to deliver outstanding ROI. »		15.30/ 16.00	Salesforce.com J. Boot « From click to cash - Delivering profitable B2B Marketing. »	15.45/ 16.00	
16.00/ 16.30	IAB Roland Gerets « Uw online B2B strategie in 5 stappen. »	A Web Factory Gilles Bailleux, Dieter De Waele « Demo of an online transaction with a Bancontact/Mister Cash card on a multilingual Drupal e-commerce website. »	Gialco Luc Francis Jacobs « Conversational Marketing on Mobile. »	16.00/ 16.30	Siruna Frank Gielen « Web goes Mobile. »	16.00/ 17.00	Emakina Group Brice Le Blévenec « Building Brand Experiences. » 
16.30/ 17.00	VVL BBDO: Client case Belgacom Kristof Persoons « No Koffiekoeken for you! »	Gx Martin van Mierloo « Football equals emotion. »	Section Media Stephane Aisinber « Is your Corporate Design Sexy? »	16.30/ 17.00	Richard McCarthy « Improving lead generation using modern web techniques. »		
17.00/ 17.30	Group94 Peter Claes (VRT), Pascal Leroy (Group94) Client Case: Eternalmoonwalk.com campaign		Insites Consulting Tom de Ruyck « To tweet or not to tweet. »	17.00/ 17.30	LBI Antony Slabinck, Kurt Vergult « From Zero to Hero – 3 measurement tools, one war, one victory, you decide! »	17.00/ 17.30	Proximity BBDO, AdNerds Jan Algoed & Bart Muskala « Marketing Facts & Fiction in a Hyper-Connected World. »