



September 26, 2017 Tuesday

10.00–10.15 Opening	Opening Presented by: Karas Monika
10.15–10.30 Presentation	Systematic thinking. The digital transformation and the upcoming 5G revolution Presented by: Christopher Mattheisen (Magyar Telekom)
10.30–10.45 Presentation	In the right place at the right time: innovation tailored for the target audience (news, sports, gastro). Acquisitions and developments within digital and integrated content strategy—through the user's lens. Presented by: Varga Zoltán (Central Médiasoport)
10.45–10.50 Presentation	I am scolding you for your own sake! Presented by: TBD
10.50–11.05 Presentation	Arrival and identification of a disrupter. Innovative solutions on the market. What is the difference between technological and business innovation? Electric cars are technological innovations, Uber is "merely" a business one. Besides technology, business is also evolving faster and faster, and we may miss our chance, if we do not pay attention. What is their role, how are they affecting our life, what is their business potential? How can we identify a true disrupter? Prophecies in the digital age. Presented by: Pogátsa Zoltán
11.05–11.20 Presentation	The "official" disruptors: smart data, fintech, cryptocurrencies, 5G. Unification of payment services (PSD2), unification of data management (GDPR), the expansion of AR-VR and the 5th-generation mobile technology. The Internet is changing, IoT and m2m are all over the place. In a few years, 5G will transform everything – the best defense against being left behind is to have up-to-date knowledge and coordinate the actions (government, market, academic sphere). Presented by: Jakab Roland (Ericsson)
11.20–11.35 Presentation	Digital Wellbeing Program in a disruptive world Presented by: Deutsch Tamás (Cabinet Office of the Prime Minister)
11.30–11.45 Presentation	Do not chop down the forest! Similarities between the rules of the market and the nature. Imposters, telehealers, fake news. Physicians, investment handlers, pharmacologists complain: there are a lot of fake news, and it consumes a lot of their time to rectify and clarify them. We should take care not to lose the credibility of our marketplace; instead we have to build up and maintain trust. Numerous small steps are needed to get ahead, but a single bad one is propelling us backwards. It's like a forest that develops slowly but can be cut down fast. The ecosystem of the market has in order to it – just like in case of the forest. The presentation analyzes the similarities between the operation of the market and the forest. Presented by: Benkő Vilmos
11.45–12.00 Presentation	The culture of business Presented by: Juhász László (Boston Consulting)
12.00–12.15 Presentation	A disruptive state. The role of the government in supporting innovative technologies and recognizing technological trends. IoT, 5G and the Superfast Internet Program after 2020? Presented by: Solymár Károly Balázs (Ministry of National Development)
12.15–12.30 Presentation	Can you let yesterday go? Market competition in a digital age. Is it going to be faster? More reckless? More concentrated? How can we prepare? When will we realize what is important? We need you for the change as well. Non-disruptive truth from the perspective of a seasoned investor from Silicon Valley. Presented by: Horváth László (Virtualincubator.us, Active Media, USA)

The current program schedule is valid at 10 September 2017, but is evolving continuously.

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The organisers reserve the right to change the program!

„Creative youngsters” series: young and energetic with unlimited creativity. They are not limited by negative life lessons. We can learn from them.

They may as well be our role models. I genuinely look up to them. I asked them to present the field, where they have proven themselves. Perhaps they are not late “always from everywhere.” They are just in time.

I separated their presentations. “Creative youngsters”

But who are the disruptors?

We consider a market player disrupting if—as a new player or by using a new technological or business innovation—it dramatically transforms the status quo of a market segment, which developed during the decades (disruption). Earlier examples include the steam-engine and the car, or later the CD, the DVD, the digital cameras, the mobile phone or the GPS. Nowadays we can consider most of the sharing economy companies, that fintech or the 5G as such. The speed of their propagation is increased if the decision makers recognize their importance early and create the necessary background regulation in time. Such is the GDPR (European General Data Protection Regulation) and the PSD2 liberalizing online payment. Besides the financial sector (banks, insurance companies, etc.), these are going to have a strong and profound effect on trade, marketing and media as well.

Blue Hall

Dataclasm – Data invasion
Data market

12.30–12.45
Presentation

Are you running late? Smart data in the next 2-3 years. Google and Facebook started in time...but perhaps we still did not fall behind permanently. And you?
„Creative youngsters” series
Presented by:
Hampuk Richárd
(Person)

Lemon Hall

Emotion marketing
Spot-on sentences

10.30–10.45
Presentation

The renaissance man of the digital age. How can we perceive the emotional state of a society, a group and an individual? Why are we sensitive and often emotionally weak? Emotional bonding.
Presented by: **Aczél Petra**

Orange Hall

Advertisements and creatives
The masses are not faceless anymore

10.30–10.45
Presentation

Online advertising market: continuously changing. How did the use of online advertising tools change in the light of recent years' spending? Trends and prognosis.
Presented by:
Sopov István (IAB)

Purple Hall

Commerce Hungary
Ways to the customer – develop this
Shorter distribution chains

Evolution of (e-)commerce

10.30–10.45
Presentation

What is a horse carriage worth on the highway?
Moderated by:
Kis Ervin Egon
(SmartCommerce Consulting)

Green Hall

Disruptors and innovators

The wonderful world of fintech and the liberalization of online payment

Fintech with the support of CIB Bank

10.30–10.45
Presentation

Disruptors interlocked! The transformation process accelerates: Fintech, changing regulations (e.g. account opening without showing up in person, higher personalization), data handling.
Presented by: **Kóráz Tamás**
(KPMG)

**Blue Hall**

12.45–13.00
Presentation
DATACLISM – How to keep data well maintained? How ready are we for the digital transformation? What can we do have it supported not only by the senior management, but the entire corporate culture? What specific steps do we have to take first? What do the international researches and case studies tell us? Sandy Vaci, international "data juggler" and ex-CEO/former Chairman of a Bank, will use an interactive, self-rating application to show us the critical factors we need to consider to "keep our data well maintained".
Presented by: **Sandy Vaci**

Data processing for profit

13.00–13.10
Presentation
Smart data a in the media: How can media utilize data? Case studies.
Presented by: **Gerentsér Imre** (RAS)

13.10–13.20
Presentation
Smart data during communication planning.
Presented by: **Sólyom Balázs** (UPC)

13.25–13.35
Presentation
What is more valuable: the interface or the data? What can the content providers win or lose if they sell their data for programmatic campaigns?
Presented by: **Szutor Ferenc** (DataMe)

13.35–13.45
Presentation
Automatic personalization in the media.
Presented by: **Hegyi Kálmán** (Startlap)

13.50–14.00
Presentation
Examining behavior based on smart data. From an idea to profit.
Presented by: **Palocsay Géza** (Schibsted)

14.00–14.10
Presentation
How can FMCG companies use smart data? We can gain accurate knowledge of our converter segment with the help of targeted data collection, and we can make more personalized offers based on this information. Smart data gains more and more attention – especially in the FMCG sector, which is full of challenges and characterized by strong competition.
Presented by: **Pap Sára** (HD Marketing)

Lemon Hall

10.45–11.00
Presentation
Emotion industry on the market. Why is the emotion industry gaining ground? How do we find our opportunities in it?
Presented by: **Mentes Endre** (ACG)

11.00–11.15
Presentation
Secret of the sharing man.
Presented by: **Becker György**

11.15–11.25
Presentation
How I became an influencer? The world believes me, because I am already 14.
„Creative youngsters” series
Presented by: **Trunk Tamás**

11.25–11.40
Presentation
How do I know what you are open to at the moment?
Presented by: **Szvetelszky Zsuzsanna**

11.40–11.55
Presentation
Spot-on sentences: flower among the weeds. How can a sentence rise above the chatter?
Presented by: **Györfy Kinga**

11.55–12.10
Presentation
Doe-eyed terror. They sigh. They hint, they mention it again. They look. Cravingly. They try to tell everything with a look. They flutter their eyelashes. How many times should you repeat something to create desire? And when does desire turn into aversion and hatred?
Presented by: **Erdélyi Zsolt**

12.10–12.25
Presentation
Is happiness expensive? What is the price we have to pay to deceive our followers? What could be the worth of influencing others if we drift off from our own reality as well in the meantime? Searching for the line between manipulation and influencing can be a complex task.
Presented by: **Bánhidi Brigitta**

12.25–12.35
Presentation
Provide nice memories! Build trust! The ones who have nice memories of you will forgive your misdeeds and place their trust in you again easier.
Presented by: **Weiler Péter**

12.40–12.50
Presentation
Everyday consumers in the role of opinion leaders. How can an average user become an opinion leader? How and why they commit to a brand, and what do they expect in return?
Presented by: **Palotai Zoltán** (TRND)

Orange Hall

10.45–11.00
Presentation
For what do we have time left? How can you handle strategy, the planned route and tactics on a fast-paced market?
Presented by: **Somlói Zsolt** (Mindshare)

11.00–11.15
Presentation
Media Market of the Central European Region Emergants and the ones falling behind. Where is the Hungarian advertisement economy in a regional comparison? (weCAN Ranking 2017).
Presented by: **Szarvas László** (Café Communications)

11.15–11.30
Presentation
Targeted masses.
Presented by: **Szabó Edina** (OMD)

11.30–11.45
Presentation
Why do we need volume?
Presented by: **Karácsony László** (atmedia)

11.45–12.00
Presentation
The shortest way to the customer. We are always looking for the best solution.
Presented by: **Orosz András** (MOL)

12.00–12.15
Presentation
Where and how should the customer spend their money?
Presented by: **Spielmann Katalin** (exCoca-Cola – Johnson & Johnson)

12.15–12.25
Presentation
Polyhistor Agencies When should the agency raise its voice, and when should it not to get involved? Can the agency be involved in pricing, product and service development? What are the necessary changes in the life of an agency to achieve this goal?
Presented by: **Bánki Attila** (Vermis)

12.30–12.45
Presentation
OTC specific trends in digital communication. How does the pharmaceutical industry handle the opportunities presented by digital devices.
Presented by: **Szliávik Péter** (Servier)

12.45–13.00
Presentation
Digital/offline cross-effect. How does online and offline effect KPIs?
Presented by: **Nagy Marcell** (Maxus)

Purple Hall

Attention! Tomorrow's workshop!
Do you have an idea?
Do you want to see its business potential?
Come along for tomorrow's workshop!
Moderated by: **Kis Ervin Egon** (SmartCommerce Consulting)
Registration: internethungary.com/regisztracio

10.45–11.00
Presentation
Is there life beyond globals? Is there life beyond globalization? Is there a market area, business idea or strategy that Amazon, Google or Alibaba will never be able to copy and/or crush. What can we learn from the globals? Data collecting, critical mass, branding, reliability, security and trust.
Presented by: **Demeter Ákos** (Deloitte)

11.00–11.30
Forum
A boundless market... Online commerce mostly means import for now. Are the domestic traders ready to enter foreign markets? How much do they view the foreigners living in Hungary as a target group? What makes the Hungarian e-traders competitive? What is our export capability?
Participants:
Dobozi Balázs (Hoppline),
Dunder Krisztián (Growww Digital),
Gandera Balázs (Intren),
Kis Gergely (eNET),
Várkonyi Balázs (Extreme Digital)
Moderated by: **Müller Mihály**

The customer – Customer experience

11.30–11.40
Presentation
Emotion marketing – Ways to customer decisions.
Presented by: **Kanyó Roland** (DM)

11.40–11.55
Presentation
Elephant in the room. 6 pillars of customer experience.
Presented by: **Tolnai Ákos** (AbilityMatrix)

11.55–12.10
Presentation
Enhanced customer commitment
Presented by: **Ewelina Ciach** (SAP, Poland)

12.15–12.25
Presentation
Personas in commerce. The most significant personas of e-commerce: market characteristics, main trends, customer habits, motivations, attitudes. NRC exclusive research.
Presented by: **Kurucz Imre** (NRC)

12.25–12.35
Presentation
Reputation and branding. Brand images created in the offline world and in the online space should not contradict each other. Your customer will feel more comfortable and happier this way.
Presented by: **Szatger Ákos** (Ebikeshop.hu)

Green Hall

10.45–11.15
Presentation
Let's see the basics! Artificial intelligence in business.
Presented by: **Naveen Bewtra** (Silicon Valley, HOYA Ventures, USA)

11.15–11.25
Presentation
Tuned for fintech? Exclusive survey on the openness of the Hungarian digital public toward fintech and their opinion/attitude about these types of services – and the risks/opportunities for Hungarian banks on the retail market based on the above.
Presented by: **Kurucz Imre** (NRC)

11.25–11.40
Presentation
Newest domestic trends of fintech. What is the impact of the "fintech revolution" on the Hungarian business decision maker and average citizen? What is the effect of fintech on the business operation of banks? How can you adapt startup solutions to banks? How can the administration and the conduct of business at the big banks transform as a result of the innovations?
Presented by: **Hetényi Márk** (MKB Bank)

11.40–12.05
Presentation
How does MNB prepare for the arrival of fintech?
Presented by: **Windisch László** (MNB)

12.05–12.15
Presentation
Cryptocurrencies: Bitcoin and/or Ethereum. How big will their market be? Are they really going to disrupt the financial world? There is still significant resistance against them, but will it hold? Fall or unlimited reaches await those who buy Bitcoin or Ethereum today?
Presented by: **Pataki Gábor** (Coinbroker)

12.15–12.25
Presentation
Free movement and retention of money today already. Community loans, instalment payment, p2p payment, PayPal and similar money storage and transfer.
Presented by: **Bán Zoltán** (Portfolio)

12.25–12.35
Presentation
Where we're going we don't need roads. What is the direct action of the fintech revolution based on the experiences of Számlázz.hu?
Presented by: **Stygar László** (Számlázz.hu)



Blue Hall	Lemon Hall	Orange Hall	Purple Hall	Green Hall
14.10–14.20 Presentation Managing B2C clients. Those who forget to pay the bills. Where are the lost clients? Presented by: Dojcsák Dániel	12.50–13.00 Presentation Viral marketing. What can induce a turning point in a topic to make it spread like crazy in the social media? Is there a system, operating manual to this, or does it all get decided based on pure luck? (Gangnam Style, Ice Bucket Challenge, ASMR, fidget spinner, Despacito, etc.) Presented by: Ölveczky Tamás (Be Social)	13.00–13.15 Presentation Does the distribution chain getting shorter, or customers are deciding faster? Eőadó: Lunczner Ádám (Mindshare)	12.35–12.45 Presentation Infographics for the customer. Presented by: Csukás Zsuzsanna (Sellmore)	12.35–12.50 Presentation Liberalization of online payment. What is the effect of online payment going to be on e.g. the bank sector? What kind of competitive changes will fintech create on the money transfer market? Presented by: Biró Tamás (Barion)
14.20–14.35 Presentation Future studies is based on data processing as well. What can and what cannot be expected of future studies? Creative Youngsters series Presented by: Monda Eszter (Jövőkutató)	13.05–13.15 Presentation How can you measure the influencer's marketing effectiveness? Presented by: Perjés Tamás (TNS)	13.15–13.25 Presentation Internet campaign as an online research? One valuable data are produced during an online advertisement campaign? Do advertisers use all of the information acquired this way? Presented by: Tatár István (PanMedia)	12.45–12.55 Presentation Wasting the customer's time is forbidden! Even the most well-meaning customer management can be ruined by one weak link. If the waiting or response time is long or if the sales or customer service representative is downhearted. Presented by: Fábán Levente (Auchan)	12.50–13.05 Presentation Who will be the Amazon of the banking world? What do the banks know about us and how to mix traditional data sources with non-traditional sources – like location data from our mobile phones – to get a more accurate image about our behaviour and our current requirements? How could banks find customers with direct, targeted microcampaigns based on the profiles obtained like this? How could financial institutions turn into rolling digital sales machines, like Amazon? Presented by: Bodnár Béla (W.UP)
14.35–14.50 Presentation Digital transformation beyond the UX. Business reconsidered from the ground up. Presented by: Arany János (SAP)	13.15–13.30 Presentation Let's be ready to influence our customers! Use our opportunities. Presented by: Ewelina Ciach (SAP, Poland)	13.25–13.35 Presentation Customer decision making regarding non-prescription drugs. OTC media mix research Presented by: Maár Orsolya (Maximize)	12.55–13.05 Presentation What do your customers think of you? How can you be sure that you are providing the customer experience they want on every channel? Presented by: Szabó Edit (Bare International)	13.05–13.20 Előadó The psychology of loans. Why are we more willing to buy through a loan? Is it because of irresponsibility? The desire to own it right away? Spending smaller amounts over a long time is less disturbing? Presented by: Almási Kitti (Psychologist)
14.55–15.05 Presentation Double-faced data. Creative data interpretation. It seems like a fact, but it can mislead us – what is it? Presented by: Kerék Zita (Isobar Budapest)	13.30–13.45 Presentation Emotion architects. Presented by: Ottlik Dávid (Synetiq) + 1 psychologist	13.40–13.50 Presentation Thoughts on the future of marketing Presented by: Grósz Judit (Microsoft)	13.05–13.15 Presentation How does the digital space change customers? What groups can be used classify the customers based on their habits and needs? How does offline and online customer behavior change in the digital world? Presented by: Bujdosó Bianka (ACG)	13.20–13.35 Presentation The routine of Peer to Peer loans. Individuals loaning money directly to individuals. Presented by: Miroslav Esser (Creative Dock)
15.05–15.15 Presentation Employee data. How can you find sensitive and weak spots inside your company with the help of data. Presented by: Sági György (Bondweaver)	13.45–14.20 Presentation Emotion among facts. When it is justified to display emotions in press materials? Do we have to compile press releases in an emotional way? When? How? Participants: Grósz Judit (Microsoft), Horváth-Magyaró Nóra (K&H Bank), Pálfalvi Márta (Heineken), Maczelka Márk (Spar), Suba János (Vodafone), Moderated by: Lengyel András (Atmedia)	13.50–14.00 Presentation The sins of our future. We are aware of it, we are familiar with it, we fear it. But we do not do anything against it. Presented by: Novák Péter (Dentsu Aegis Network)	13.15–13.25 Presentation The mind-reader AI. How does the AI read the mind of the customer? Big Data based suggestion systems. Presented by: Szántó Péter	13.35–13.45 Presentation From cash to cryptocurrency. The past and future of online payment. Presented by: Andrási Gábor
15.15–15.30 Presentation How can you collect relevant B2B data in an hour? Presented by: Igor Panjan (Slovenia)	14.20–15.00 Forum NőComment – A sea of emotions. NőComment! is a non-conformist talk show series with the participation of the biggest domestic stars, which goes beyond the traditional feminine topics. Participants: Hadas Krisztina , Kovács Patrícia , Liptai Claudia , Risztoó Éva , Tatár Csilla The male guest: Linczényi Márkó TMC produkció	14.00–14.10 Presentation Why is the advertiser happy if they do not have to create ads? When and how is it worth it to create strong content foundations for our campaign? What is in it for us? We explain our experience. Presented by: Marosi Gergő (Mito)	13.25–13.45 Presentation Customers leave footprints everywhere! Intentionally or not, the customers leave that digital footprint everywhere. The conjunction of the retail and online marketing is created by connecting the offline and online actions of customers. This gives an understanding of the channel-independent habits and tendencies of customers. Presented by: Joó Kovács (Exponea)	13.45–13.55 Presentation Automatic fintech solutions for SMEs. Automated image of your financials. Presented by: Barits János (Wyze.me)
15.30–15.40 Presentation Data selection. How can we decide which data should we integrate into the process? Presented by: Arató Bence (BI Consulting)		14.15–14.25 Presentation Where is my target audience? Presented by: Csizmadia Ildikó (Adaptive Media)	13.45–14.15 Presentation Effective dDistribution chains with direct connection between marketing and sales. Introductory presentation for tomorrow's workshop. Presented by: Pam Didner (USA)	13.55–14.05 Presentation A new bank which is not a bank. How does a payment service provider – a bank which is not a bank in the traditional sense – operate? Credit institution account management versus flexible money transfer services. The value of availability and reaction time in today's world. Presented by: Vizi Tamás (Virpay.eu)
15.40–15.55 Presentation Character recognition from photos. From that, a Braille-writer. That is, how to make printed characters accessible for blind and poor sighted? Presented by: Fülöp Ádám Creative Youngsters series		14.25–14.55 Presentation Algorithms in the system. Creating algorithms for paid and organic development. Presented by: Larry Kim (WordStream, USA)	Attention! Tomorrow's workshop! 5 simple steps—Increasing the effectiveness of sales by connecting sales and marketing. Moderated by: Pam Didner (in English) Register here: internethungary.com/regisztráció	
		14.55–15.05 Presentation Do we have to deal less with the consumer if the customer journey have become shorter? Presented by: Gizella Andrea (MediaCom)	14.15–14.25 Presentation Online Trade Marketing helps to win on the last mile of e-commerce – on product sites. How can we mix CRO (Conversion Rate Optimization) theory with the newest technologies and the classic trade marketing strategies? Presented by: Kerekes Péter (TEN.media)	14.05–14.20 Presentation What does PSD2 mean in practice? What does it mean for different persons? How does this affect the bank and e-commerce sector? Is this really going to be the liberalization of online payment? What is going to happen to the bridges, i.e. PSPs? Presented by: Kis Gergely (eNET)

**Blue Hall**

- 15.55–16.05
Presentation
Data science. How does a data processing project operate? From the idea to the established operation.
Presented by:
Körmendi György (Clementine)
- 16.05–16.15
Presentation
Who knows more about the others? Do companies use big data analysis and if yes, what kind of data and analysis method do they use?
Presented by:
Klenovszki János (NRC)
- 16.15–16.30
Presentation
Create a product from your data! When you are paying with your data. Real value and market of data. There are no free e-mailing and there are no free social networking – what do data silos ask of you?
Presented by:
Szigetvári József (Szallas.hu)
- 16.30–16.45
Presentation
We can tell from your photo who you are. What turns a face into a person? What does face-person connection mean? Why is it good to build a database supported by machine vision anyway?
Presented by:
Répászky Lipót (Almyra-Digitfilm)
- 16.50–17.05
Presentation
Small consumer big data – some things are not dependent on lock Why does a company with monopoly and a special product portfolio built databases containing customers and potential customers? What other goals can be imagined beside the possibilities and quick insights gained from data mining. How can be improved customer experience and increase loyalty with this tool (even directly if applicable)?
Előadók:
Szomszéd Orsolya (Szerencsejáték) and **Székely Levente** (Kutatópont)

Lemon Hall

- Content Hungary**
Content sales in the digital era
- 15.00–15.10
Presentation
Multidimensional content presentation. New structure of content production.
Presented by:
Óhidi Zsuzsa (Marquard Média)
- 15.10–15.25
Presentation
The effect of the shortening sales chain on the media market. What kind of new advertisement and other solutions are used? What new positions are necessitated by the changes on the customer and on the agency sides?
Presented by: **Török Judit** (MediaCom)
- 15.25–15.40
Presentation
How do SMEs calculate, when they are allocating advertising budgets and methods? What conversion is expected depending on the spending? Immediate needs are always stronger. How do media players react to this?
Presented by:
Filó Angéla (Diego)
- 15.40–16.10
Pro/kontra
Instant conversion: Bluff or reality? Can you “turn” a media consumer into a customer at once? New method of traders and advertisers to reach the customer. How can online press find its new place?
Pro/contra. Pro/contra.
Participants:
Szeder Péter (FastBridge), **Rusvai Richárd** (CM Sales), **FMCG** marketing representative, and **Juhász Péter Tibor** (MT)
Moderated by:
Domokos Szilárd
- 16.10–16.25
Presentation
Unspeakable numbers
Presented by:
Maróy Krisztina (Glamour)
- 16.25–16.35
Presentation
To make the inevitable lovable. How can we make content consumption lovable while the consumer is on the web (social media)?
Presented by:
Pácsonyi Daniella (NL.Café)

Orange Hall

- 15.05–15.30
Forum
Is there life beyond RTB?
Participants:
Dunai Zsolt (CIB Bank), **Filó Angéla** (Diego), **Nagy Barnabás** (Magyar Telekom)
Moderated by:
Barnóth Zoltán (MGroup)
- 15.30–15.50
Presentation
Hate – Admiration – Kasszás Erzsé. A thought-provoking story about the power of influencers, the ivory tower, changing public opinion and children-like awe. Numbers! Results! Earned media and bubble effect. Personal but professional report from the backstage of a campaign which blew up the internet.
Előadók:
Balázs Andrea (Kasszás Erzsé), **Dárdai Adrienn** (CBA), **Uhrin Viktor** (Umbrella)
- 15.50–16.25
Forum
Politicians are products as well. What can we learn from political campaigns? Politics-free discussion about the comparison of political campaigns and advertisement campaigns: timing, tools, strategic questions and tactics.
Conversation starter:
Filippov Gábor (MPI)
Erős Attila (Fastbridge)
Faludi Péter (Havas Média)
Moderated by: **Lengyel András** (Atmedia)
- Reputation and brand of the mayfly**
- 16.25–16.40
Presentation
Reputation of the mayfly. What is more important: the brand guide or to continuously reach the advertisement consumer / customer? Let's connect brand and reputation!
Presented by: **Szabó Béla** (Magyar Telekom)
- 16.40–16.55
Presentation
Brand maintenance and development approaches in a fierce competition.
Presented by: **Pataky Piros** (MasterCard)

Purple Hall

- 14.25–14.40
Presentation
Global distribution starting from the tool shed. How to establish and manage a globally disruptive business models based on service-based infrastructure?
Presented by: **Rok Magister** (SAP, Poland)
- 14.40–14.50
Presentation
How can shopping become more effective in a store without a cashier? A new challenge for multichannel (online, offline) traders: adapting proven online technologies in brick and mortar shops. What technologies are necessary? Is there customer demand for this?
Presented by: **Deák András** (NWE)
- 14.50–15.00
Presentation
Replace or pimp them? What can we do with old systems? What solutions make an omnichannel project successful?
Presented by: **Hoffmann Bence** (Shiwaforce)
- 15.00–15.35
Discussion
Successful trade = omnichannel? Only those trading companies can be successful, who can keep their offline and online systems together—from social media to marketing. Maybe even invoicing and accounting... We are going to see a couple of good examples: customer acquisition, optimization on the go.
Conversation starter:
Szomolányi Márk (Auchan)
Participants:
Pöhacker Gábor (Media Markt), **Kabarcz Balázs** (Dechatlon), **Kiss Péter** (eMag)
Moderated by: **Kerti Attila** (Maximize)
- 15.35–15.45
Presentation
A digital branding campaign which realized an offline income of several millions in 1 day. We carried out an experiment: we tried to invite teens into the Converse shop in Árkád only using digital tools.
Presented by: **Probáld Attila** (HPS)
- 15.45–15.55
Presentation
How to keep in touch with the loyal ones? Public/Direct marketing
Presented by: **Brenkus Krisztián** (Auchan)
- Marketing and sales**
- 16.00–16.10
Presentation
Looking for the optimum. The formula of optimum. What are the points, where you do not spend your every penny on marketing, newsletter, Facebook, SEO, Adwords, developers, transaction and logistic (delivery etc.) fees, but you are still able to keep up with your many competitors?
Presented by: **Pereszlényi Zoltán** (Magyar Telekom)

Green Hall

- 14.20–14.35
Előadó
How do domestic online loan requests meet fintech opportunities?
Presentation: **Ákos Tamás** (CIB Bank)
- 14.35–14.50
Presentation
How does a digital bank approach fintech?
Presented by: **Hegedűs Éva** (GRÁNIT Bank)
- 14.50–15.00
Presentation
Fintech meets the trading sector? How do loyalty systems meet personalization? Just imagine! The problem of real-time pay-off.
Presented by: **Mondóvics Péter** (MasterCard)
- 15.00–15.10
Presentation
Money transfer a la fintech
Presented by: **Jósvai Tamás** (OTP eBiz)
- 15.10–15.20
Presentation
How can dynamic pricing be linked to marketing and online payment?
Presented by: **Tuza Norbert**
- 15.20–15.30
Presentation
What is higher? 5% interest rate or 15% discount?
Presented by: **Bucsky Péter**
- 15.20–16.00
Presentation
What are the advantages of online payment liberalization for traders? Will you be really able to leave out banks? Can anyone actually have banking activity in their loyalty system? What can make the customer interested in using the opportunities provided by fintech, and what is necessary to make the customer trust the application of the trader as much as the application of the bank?
Participants:
Hetőnyi Márk (MKB Bank), **Hegedűs Éva** (GRÁNIT Bank), **Bodnár Béla** (W.UP), **Ákos Tamás** (CIB Bank), **Kis Gergely** (eNET)
Moderated by: **Baló György**
- Broadband entertainment (Continued tomorrow.)**
- A new disrupter Esport!**
- 16.05–16.15
Presentation
Effect of smart technology on e-sport consumption
Presented by: **Szalai Ádám** (IKO Digital)
- 16.15–16.25
Presentation
E-sport is the new comet on the sky of the content market. The users expect the news for free, spend 3–4 thousand on cable TV per month at the most, but they are ready to pay twice as much for an e-sport game subscription.
Presented by: **Tischler Márk** (OTT One)



Blue Hall		Lemon Hall		Orange Hall		Purple Hall		Green Hall		
17.05–17.15 Presentation	Data for sale: How do media business models change in the data world? How much time is needed to get the data? Presented by: Rusvai Richárd (CM Media), Szabó Ferenc (IkoDigit)	16.35–17.05 Pro/kontra	New media effectiveness metrics? Just imagine! How many people saw the content? How many of them read it all? Can the ratio between the number of clicks and the time spent on reading be interpreted as a new efficiency indicator? Talking partners: Kovács Nándor (MGroup), Gandera Balázs (Intren), Mondovics Péter (MasterCard), Hegyi Kálmán (CMSales) Moderated by: Pajor Attila and Jobbágy Tamás	16.55–17.10 Presentation	Eating strategy for breakfast. Positioning brands in the digital space. Finding the long-term position of a brand is serious work and not a one-time task: in the digital space, it is not enough to just maintain the established brand power, it also has to be modified dynamically as necessary according to the daily business. Presented by: Molnár Csaba Gábor (Young & Trinity)	16.10–16.20 Presentation	Advanced measurement systems. What new measurements are necessary to follow the customer during the complete purchasing process? What are the new items on the market? What is working, what isn't, what to pay attention to in the future? Presented by: Zengő Zsombor (MediaCom)	16.25–16.35 Presentation	The state of e-sport in the world and home. Presented by: Biró Balázs György (Esport)	
17.20–17.30 Presentation	High-value product – high-value data. The real estate market is in turmoil; reliable data are becoming more and more valuable here as well. What should be monitored in a changing market? What can we deduce from the changes of flat prices, and how can we utilize this knowledge? Presented by: Balogh László (ingatlan.hu)	17.05–17.15 Presentation	You are running late! Branding and competition on a changing market. How does editorial independence become profitable? Presented by: Szigeti Péter (24.hu)	17.10–17.25 Presentation	“Brandformance”: How to establish and sell a stable brand in a dynamic environment? Presented by: Darázs Attila (Addict)	16.20–16.30 Presentation	Brand building vs. sales increasing. How do marketing experts balance between brand and prestige building and sales support? Presented by: Vihari Balázs (Renault)	16.35–16.50 Presentation	MTK esport team Presented by: Deutsch Tamás (MTK)	
17.30–17.40 Presentation	Buying and selling data: Producing the marketable version of the data. The most important issue perhaps is to determine the party responsible for providing the necessary capacity and expertise and the party providing the budget for it. Presented by: Király Anita (Cafe Communication)	17.15–17.25 Presentation	The Hunger Games on the web. Without a conscious culture of internet usage the loud-er owns and broadcasts the “Truth” and the violent seems more visible and vivid. Presented by: Cégény István	17.25–17.40 Presentation	Branding in a brand new world full of automation and bots Presented by: Szurop István	16.30–16.40 Presentation	Cross-device conversions. How can we measure if somebody collects information with a mobile device but makes the purchase from desktop? Presented by: Szabó Balázs (HD Marketing)	16.50–17.00 Presentation	E-sport consumption habits. How do e-sport fans choose, what do they consume, what do they desire? Presented by: Nagy László (Havas Media)	
17.40–18.00 Presentation	Data is the new oil. White, grey and black market of data. Who has to own customer and consumer data? Presented by: Eric Bärenzung (EU – Germany)	17.25–17.50 Presentation	The constant need for correction. Professional experts who see the adverse effect of civil media and self-proclaimed experts on a daily basis. Doctor: Horváth Tamás (Egészség Kommandó) Pharmaceuticals: Beke Zsuzsa (Richter Gedeon) Banking: Concord representative MODERATED BY: Lukács Katalin (NLCafé)	17.40–17.50 Presentation	Change your marketing tools. What are the new tools to use depending on branding and changing demands? Presented by: Bródi Gábor (TEVA)	16.45–16.55 Presentation	Trends and developments Presented by: Catalin Dit (eMAG)	17.00–17.10 Presentation	Artificially promoted e-sport? Not in the least. It marches to the top and razes the market in certain countries, different sectors and different consumer groups in accordance with the basics sport economy and business. And what do the brands have to say about this? They adapt. Presented by: Tóth Balázs (Sportsmarketing Hungary)	
18.00–18.30 Presentation	How does Estonian e-Residency work? We spend most of our lives in the digital space, but what we know of it is only tip of the iceberg. The world of dark web and deep web is opposed by the need for verifiable personal identity: Estonia was the first one to introduce e-Residency, a virtual ID card. This presentation is about the introduction and operation of this system. Presented by: Kaspar Korjus (e-Residency, Estonia)			17.50–18.00 Presentation	Branding and reputation development in the digital space. Changing brand values over time. Presented by: Varga-Nagy Eszter (IKEA)	16.55–17.25 Discussion	Multidimensional marketplaces. Mono- and multi-brand retailers in online market spaces. Discussion between a representative of the marketplace, a retailer listed on the marketplace and a retailer not listed on the marketplace. Participants: Catalin Dit (eMAG), Németh Norbert (Tchibo), Kanyó Roland (DM), Rédey Iván (Mall.hu) Moderated by: Domokos Szilárd	<i>We will continue the discussion on business and communication (marketing) opportunities of esport Wednesday noon.</i>		
				18.00–18.10 Presentation	Dynamic brand. Presented by: Varga Hering Zsuzsanna (Telenor)		Logistics My customer's customer is my customer!		17.15–17.45 Presentation	Fighting for the future of television. TV anywhere vs. applications. How can you monetize their relation? Presented by: Alan Wolk (Second Screen Society, USA)
				18.10–18.20 Presentation	Do you have to be here to believe it? Presented by: Bánhegyi Zsófia (MTÜ)			17.45–18.00 Presentation	Broadband entertainment. How can broadband internet support growing data flow demands? Presented by: Schneider Henrik (Antenna Hungária)	
				18.20–18.30 Presentation	Brand introduction based on data Presented by: Rácz István (Szallas.hu)			18.00–18.15 Presentation	Augmented reality can become a part of our everyday environment Presented by: Deutsch Telekom representative	
				18.35–18.45 Presentation	Cultural content or ad? Can you consciously create a cultural experience for branding? What does a theatre play based on a brief look like? Presented by: Gosztonyi Csaba (Carbon Group Communication)			18.15–18.30 Presentation	Digitization wishlist – Instead of surprises. Presented by: Kövesi Gabriella (Magyar Telekom)	
								18.30–18.40 Presentation	Results of GINOP tenders. To who, how much, when and for what purpose? Presented by: Kelemen Csaba (NFM)	
								18.40–18.50 Presentation	The grey eminence: the SZIP project. Broadband service is available in many homes thanks to this project. Presented by: Debreceni Győző (NFM)	



Blue Hall		Lemon Hall		Orange Hall		Purple Hall		Green Hall	
18.30–18.45 Presentation	The dark side of the internet. Hackers have an easier job than you would think. A practical seminar. Ethical hacking on stage. Presented by: Páncél Zoltán és Szabó Péter (Silent Signal)	17.50–18.30 Forum	Credibility deficit hurts everyone. What can economic players do who are just as devoted to protecting the credibility of the digital world as the users or the media? The general practice of social responsibility is not enough anymore... Participants: Beke Zsuzsa (Richter), Gulyás János (MEC), Horváth Tamás (Egészség Kommandó), Kutas István (Telenor) Moderated by: Gundel Takács Gábor	18.35–18.45 Presentation	Success stories and failures. The important thing is to have them in the right ratio. Nosalty 2008-2017. Presented by: Zalai Ágnes	17.55–18.05 Presentation	What is the effect of online sales on the operation of hyper- / supermarkets? Radical changes in home delivery. Presented by: Müller Zsolt (KPMG)	18.50–19.05 Presentation	Friends depending on each other. It comes up more and more often during the decision-making of advertisers that cross-section planning is no longer a futuristic idea but a task of today, which has to be done, if we want to reach our customers. Presented by: Biró Pál (Google)
Preparing for the introduction and management of the European General Data Protection Regulation – GDPR in practice				18.50–19.00 Presentation	Protecting brand value in case of stolen creative ideas. Presented by: Tóth Orsolya (IMG)	18.05–18.55 Forum	A common interest: leveraging time. The weak point of home delivery: lack of immediateness. How can you speed it up and simplify it? My customer's customer is my customer! Conversation starter: Ráczné Hegedűs Klára (MPL), Hosszú Csilla (DPD), Bookline representative, Palocsay Géza (Schibsted), Várkonyi Balázs (Extreme Digital) Moderated by: Baló György	19.05–19.20 Presentation	Fintech in the media and in commerce. Every trader and service provider must be present in the social media in the interest of better customer relationships. But how fintech can merge with social media trends? Presented by: André Alpar (Performics, Germany)
18.45–19.00 Presentation	Create a data science team! GDPR: Preparing to manage data in the company. How to create a data science team? How to prepare companies, management and employees to adhere to the GDPR? Presented by: Georgiu Achilles	18.20–18.35 Presentation	Media through the eyes of a market developer-investor. Presented by: Mészáros Csaba (Evopro)	19.15–19.25 Presentation	Protect the house of cards! It does not matter that we do everything for branding, if there is a weak link in the system. A bad experience, and years of work can be annihilated. Presented by: Turi Tamás (Isobar)	FMCG online		19.20–19.30 Presentation	Who is watching cable TV nowadays? Does social status and income status and residence polarize content consumption? Are young people really disinterested in thematic channels? Or is it simply a generation issue and the 14-29 group does not watch television. Will this generation come back in front of the (big) screen or are they lost forever for cable? How has non-linear (time-shift) television and OTT consumption changed during the last 5 years? Is it measurable? Is it a reliable measurement? What is foreseen by audience measurements? Who is going to be the winner at the end of the day? Presented by: Vörös Csilla (Nielsen)
19.00–19.20 Presentation	A new data protection law: introducing GDPR in Europe and in Hungary. The privacy regulation that concerns every company will be entered into force in May 2018 in Europe, so preparations must be started this year. How can you prepare for this from a legal and a management perspective? Everyone will receive a task list at the end of the presentation. Presented by: Keszey Gábor (Hatházi Üi.)	18.35–18.50 Presentation	Consumes differently and expects a different message. Communication with the TOP 10,000 Presented by: Karagich István (Blochamps)	19.25–19.35 Presentation	Brands as TV channels: The brands need to think like a thematic TV channel. They have to be "always on" and provide constant entertainment and/or useful "shows". Presented by: Jedlicska Márton (Umbrella)	18.55–19.05 Presentation	FMCG math. Turnover of the FMCG sector compared to total e-commerce: Hungarian data and international overview. Could we say that this is the biggest leveraged e-commerce potential? The turnover of Tesco, Auchan, G-Roby, CBA is still just a fragment of the total FMCG retail sector (while the total e-com/retail ratio is 5.2%) and the area coverage is not full either. Presented by: Pintér Róbert (eNET)	19.05–19.20 Presentation	The FMCG e-commerce is a great business. Why is FMCG a really good business in e-commerce and why are only a few doing it? Presented by: Nagy Sándor (G'Roby)
19.20–19.30 Presentation	The effect of GDPR on the operation of media agencies Presented by: Takács Borbála (Mediabrand)	18.50–19.20 Forum	Consumes differently and expects a different message. Communication with the TOP 10,000 Szabó Sándor (MKB BANK), Régely Károly (Concorde Értékpapír) Moderated by: Karagich István (Blochamps)	19.35–19.45 Presentation	Z generation insight – Z generation meets branding. Presented by: Balogh Barbara (HPS)	19.05–19.20 Presentation	Where are the intelligent fridges?! The future of e-commerce in the FMCG sector. Amazon dash-button and Go! Subscription model (from the razor to the mineral water) Presented by: Donáth Fruzsina	19.30–20.25 Forum	Competition among online television services. What kind of added services can you provide besides television, which generates extra profit and benefit the subscriber as well? Participants: Biró Pál (Google), Enyedi András (IKO Digital), Iski István (Invitel), Rajki Annamária (Magyar Telekom), Kozma Zsolt (UPC), Schneider Henrik (Antenna Hungária), Tarr János (Tarr Kft.), Takács Zoltán (Telenor) Moderated by: Baló György
19.30–20.00 Presentation	Ads and GDPR. What impact is the launch of GDPR going to have on ads? Presented by: Nemes Ákos (GroupM)	19.20–19.30 Presentation	What did/could have RTB given to the media? Presented by: TBD	19.45–20.15 Forum	Reputation management in commerce. Participants: Gerendai Károly (Sziget), Gál Judit (Auchan), Felkai György (ENKSz) Moderated by: Lengyel András (atmedia)	19.20–19.35 Presentation	Personalization instead of loyalty systems? The positive effect of data: we can get to know our customers like the local grocery store. Do not make your customer go the extra mile with a point collection system. Just be nice! Presented by: TBD		
20.00–20.15 Presentation	GDPR from a business aspect Presented by: Desseffy Tibor	19.30–20.20 Discussion	Premium spaces. How can I increase the value of my spaces? Feasibility of premium inventory. Brand safety, noise-free environment, visibility, content quality... Are clients really willing to pay more? Drivers of advertising price and value. Drivers of advertising price and value. Participants: Bennó Kata (Adaptive Media), Dunai András (CM Media), Gedei Norbert (Blikk.hu), Lengyel Zoltán (SberBank), Car representative Moderated by: Barnóth Zoltán (GroupM)	20.15–20.25 Presentation	The immortal mayfly. What is constantly renewing, may never die. How can you serve immortality with community creativity? Presented by: Falvai László (Y&R)	19.40–19.50 Presentation	Secret of FMCG. Presented by: TBD		



September 27, 2017 Wednesday

Blue Hall		Lemon Hall		Orange Hall		Purple Hall		Green Hall	
Social media On the grapevine		(Smart-)Data marketing Setting the Thames on fire		Spot-on saentences Humans before sentences		Emotional customers What is the point of customer service?		Broadband entertainment (continued after yesterday) Masses in the on demand world	
9.00–9.05 Presentation	Facebook does not rule here! Social media to the East: We-Chat and Vkonktakte. Presented by: Kovács Péter	9.00–9.10 Presentation	Data-based marketing? What is new in this? What belongs here? Where do we get ehat kind of data? Datatypes and their cross analysis. Presented by: Szesztay Péter (Growthery)	9.45–10.00 Presentation	The art of timing. You should have a sentence ready for the sensitive, the provocative, the sad and the happy! Find the perfect moment! Presented by: Szombati Orsolya	9.00–9.15 Presentation	The “Customer God” is only human. Do not waste their time! Presented by: Baracskai Zoltán	9.00–9.15 Presentation	Changes of the attention economy. Introductory presentation. Presented by: Pintér Róbert (4Kids Network)
9.05–9.35 Presentation	Renaissance of the digital man. Presented by: Pál Ferenc	9.10–9.20 Presentation	When is online advertising relevant (?) When you are the one subscribe to the DM newsletter, the Adwords and SEO, because you are looking for it and it is not too pushy. Presented by: Erdélyi Zsolt	10.00–10.20 Presentation	Let's build on distrust. It may sound strange at first. It is a perfect strategy, if you are bringing someone back from the dark side. How does the proverb go? Enemies make the best evangelists. But what is the psychological background to this? Presented by: Almási Kitti	9.15–9.25 Presentation	The image of your company: The power of customer service, the connection between your client and the company. Presented by: Bánki Attila (Vermis)	9.15–9.30 Presentation	The game is on! – The first gamer generation has grown up and earns a lot. Average gamer is 35 in the USA now. In 1995, we had 100 million gamers, now we have 2.6 billion. In 3-5 years, millennials will have their own income; you have to start branding now, so later they will buy “what they have known for ages”. They are not watching TV and not noticing billboards, instead they consume Youtube and Twitch. Presented by: Hodozsán Dániel (esport1.hu)
9.35–9.50 Presentation	What is social worth without paid media? How do we find the balance in content creation and distribution in the ever-changing playground of social media? Presented by: Rényi Balázs (iProspect)	9.20–9.30 Presentation	Datalicious fiestas: four-course menus opening up from data. Boosting appetite, a good start, delicious engagement, comfort full of calories (data), spiced with five-star online catering. Online listening – the new generation menu card Presented by: Vida Eszter (Sentione)	10.20–10.50 Előadó	4 truths about content marketing. First of all, you have to meet the expectations of your customer's customer. Presented by: AndyMarkowitz (GE)	9.25–9.35 Presentation	How can you use customer service? A marketing tool? A sales tool? A mental assist service? Data acquisition? Money collection group? Or is it for testing? Presented by: Schrotti Ferenc (Callfactory.hu)	9.30–9.45 Presentation	What should a client invest in? II: In a popular Vlogger or 20 alternatives? Presented by: Szabó Gergő (Special Effect Media)
9.50–10.00 Presentation	Is LinkedIn used to drive traffic (if yes, how)? Western online magazines rely heavily on this platform. Presented by: TBD	9.30–9.40 Presentation	Thematic cookies. What does this mean? Car cookie? FMCG cookie? Presented by: Ofczianka Balázs (Erste Bank)	10.50–11.05 Presentation	The effect of inappropriate words. Build a “verbal pedestal” for your key sentence! Have 10 sentences ready and prepare for only one that is really important. Make your message memorable. Presented by: Gyórfy Kinga	9.35–9.50 Presentation	You do not even know who you are selling to. Are you not interested? Anything. A show, an ad, a product. If you never meet your customer, you will not be able to think like them. Presented by: Börcsök Gyöngyi	9.45–10.00 Presentation	Videomonetization 2017-2018. Presented by: Hernádi Gábor (Start Network)
10.00–10.30 Forum	When even the offline is online. By now, many radio and TV shows are actively using social media platforms during the live program. During morning radio shows (Music FM, Rádió 1) you can follow live what is happening in the studio; ATV Napló continues on the Facebook after the TV program... Participants: Blaskó Nikolett (ACG), Sláger Rádió representative, Sváby András (ATV) Moderated by: Domokos Szilárd	9.40–10.10 Prezik és Discussion	Data competition I. Five-minute-long arguments supporting the different types of data collection. E-DM representative (email) Presented by: Kemecsei Attila (Jaguár Média) Social media representative (like) Presented by: Forgács Mariann (Be Social) Cookie representative Presented by: Szuto Ferenc (DataMe) Opponent: Nagy Barnabás (Magyar Telekom)	11.05–11.20 Presentation	Saturation. The power of boredom. Even festival-goers get bored sometimes. Let's ask them, but how? Presented by: Jobbágy Tamás (MEC)	9.50–10.05 Presentation	The informed customer, who knows everything better. Presented by: Nagy Annamária (UPC)	10.00–10.15 Presentation	How could you use Youtube to B2C communication besides B2B as well? Presented by: Pintér Róbert (4Kids Network)
10.35–10.50 Presentation	Flame culture and troll attack. Those who entertain the audience with continuous harassment and trolling out of self-interest or political/financial gain – or just because of simple exhibitionism. Presented by: Sas István	10.10–10.20 Presentation	Data competition II. What should be pursued: the cookie, the email or the like? Presented by: Nagy Barnabás (Magyar Telekom)	11.20–11.30 Presentation	Build on doubt! Build on the lack of trust Presented by: Ganczler Orsolya (Szeretlek Magyarország)	10.05–10.20 Presentation	How to read the mind of the customer? What are the effects of tone and emphasis on the communication with the customer? What can be derived from the customers pace of speech? What can be gained from analyzing the audio recording? How to get real information from the customer through active listening? Presented by: Bíró Nóra (MOST Hungary)	10.15–10.30 Presentation	How much is it? What makes the participation of influencer in a brand/promo topic profitable and resulting in higher conversion. Presented by: Szabó Gergő (Special Effect Media) and Pamkutya
10.50–11.00 Presentation	I mediated myself Presented by: Lóránt Gergely			11.30–11.45 Presentation	How do native ads reform the future of digital communication? Presented by: Henric Smolak (Sweedan)	10.20–10.35 Presentation	When you see that the customer is lying. How do you notice this? How should you handle it? What do our gestures tell about us? Presented by: Szvetelszky Zsuzsanna	10.30–10.45 Presentation	Competitors of torrents Presented by: Bányai Zsolt (Origo)



Blue Hall

- 11.00–11.10
Presentation
The Gossipator: from post to post. How does gossip become brand value? Truths distributed by net tradition.
Presented by: **Vida Eszter** (Sentione)
- 11.10–11.20
Presentation
Influencer marketing – is it always working? We expect from the opinion leaders, influencers to provide an efficient way of reaching the hard-to-target consumer groups. Are they really the one size fits all solution of communication with generation Z? Is it possible to calculate sure-fire success or prepare for a more bitter aftertaste?
Presented by: **Batjén Zorigt** (HPS)
- 11.25–11.35
Presentation
Messed up influencer campaigns. There is a person behind the influencer
Presented by: **Joanelli Tamás**
- 11.35–11.45
Presentation
I am raising my own influencer. The newest in influencer marketing: companies realized that it might not be the best solution to pay heavy money for an already popular influencer or celeb. It is much easier to “raise” one themselves, who becomes so popular like the big ones followed by hundreds of thousands.
Presented by: **Varga Gábor** (Café Communications)
- 11.45–12.00
Presentation
Fanta case study: How did we manage to cast 3 newbies to the 3 already popular influencers, who are becoming more and more popular among teens thanks to Fanta?
Presented by: **Kölcsei Gergely** (Coca-Cola)
- 12.00–12.15
Presentation
From advocate to influencer.
Presented by: **Winkler Róbert**
- 12.15–12.30
Presentation
How to work with influencers? Native campaigns, influencer campaigns. (case studies, trend analysis). Zé and Lakatos Márk
Presented by: **Lakatos Márk**
- 12.30–12.45
Presentation
NÁGI plays music for us
Presented by: **Nagy Brigitta (NÁGI)**
- 12.45–13.00
Presentation
How I became an influencer? I traveled around the world.
Presented by: **Kisgyörgy Éva**

Lemon Hall

- 10.20–10.30
Előadó
Insight from data.
Presented by: **Könyves Viktor** (ADDICT Interactive)
- 10.30–11.00
Discussion
Target e-DM members with banners?
When do the RTB, the like and the e-DM get connected?
1: From RTB (Cookie) to e-DM
2: From E-DM, social media, Google, RTB
Discussion:
Ács Tamás (Fastbridge),
Joanelli Tamás (BeSocial),
Kemecsei Attila (Jaguár),
Kocsis Tamás (NN insurance)
Moderated by:
Pajor Attila és Jobbágy Tamás
- 11.00–11.25
Presentation
Who is it worth sending e-DM to? Identifying growth opportunities via e-mail and direct marketing.
Presented by: **Yosef Silver** (USA)
- 11.25–11.35
Presentation
Managing your own database.
Presented by:
Varga Péter Dávid (OTP Bank)
- 11.35–11.45
Presentation
Search traffic data visualization with Google Data Studio
Presented by: **Bublik Máté** (Mindshare)
- 11.45–11.55
Presentation
Digital Planning case study. Most important steps/elements of digital strategy planning; based on the methodology of Miami ad school Europe.
Presented by:
Kormányos Péter (HPS)
- 11.55–12.05
Előadó
A metering code on our side How can it help in our online communication and in planning our campaign?
Presented by: **Csingár Zoltán** (Crimtan)
- 12.05–12.15
Presentation
Programmatic machine learning in practice. Introducing the Xaxis co-pilot system.
Presented by: **Boruzs Ákos** (MGroup)

Orange Hall

- 11.45–11.55
Presentation
Are we mature enough? Content marketing maturity of local companies.
Presentation: **Pécsi Ferenc**
- 11.55–12.25
Presentation
Women’s brain and men’s brain. Let’s shatter some stereotypes. Smart and intelligent. How do they work?
Presented by:
Csermely Péter
- 12.25–13.10
Forum
Males, females. How to write texts, which do not define the target audience?
Participants:
Bedő Imre (Férfiak klubja),
Representative of **Kisbányás**,
Galamb Eszter (Triumph),
Nagy László (ACG/Nissan),
Gáspár Bence (OTP)
Moderated by:
Tisztartó Titusz
- 13.10–13.45
Presentation
The first customer brings along the rest. Predictable happy accident? Why does one customer bring along the other without knowing about it? But what is the reason behind this? We would surely utilize it if we could...
Presented by: **Mérő László**
- 13.45–14.00
Presentation
What creatives are working well in content marketing networks?
Representative of **Taboola**
- 14.05–14.15
Presentation
How paid channels can profit from content marketing? Content marketing is one of the most important topics in communication. This successful tool can be made even more effective, if it becomes an integral part of the communication ecosystem and we support our own and paid channels with it.
Presented by: **Erőss Csaba** (Dentsu Aegis Network)

Purple Hall

- 10.50–11.00
Presentation
Effective Customer Experience. Watch and act, plan and do systematically. Your best intention can be ruined by a weak link in the chain when it comes to customer management. E.g.: you maintain it, although you do not need it, or you are slow.
Presented by: **Boros Norbert** (Person.hu)
- 11.05–11.15
Presentation
Imaginary power of call centers.
Presented by: **Szőke Károly** (ProCall)
- 11.15–11.25
Presentation
Payment over phone trends in the world! What is the situation in America, is Europe lagging behind, are there country-specific differences?
Presented by: **Málhai Péter** (VCC Live)
- 11.25–11.35
Presentation
Instant enforcement
Presented by:
Representative of Simple
- 11.40–11.50
Presentation
Annoying challenges for customers. There is no point in asking, if you are not interested in the answer. A young lady calls me and she keeps asking questions. “Yes or no?” she asks. But that is not the answer!
Presented by: **Szabó Zoltán** (Index)
- 11.50–12.05
Presentation
Your critical customer will be the best one, if you win them back.
Presented by: **Ekler Ágnes** (Allianz)
- 12.05–12.20
Presentation
Our relation to reputation and brand.
Presented by: **Törőcsik Mária**
- The experienced says to the young:
“The war that you have not started, cannot be lost.”
The young says:
“The war you have not started, cannot be won.”
HR and management
Employees under 30 and above 45
- What will happen with chronic labor shortage? Is the robot really able to help? Why do we not care about people over 45? At the same time you cannot find employees under 30... How should we look forward and learn from past lessons?
- 12.25–12.40
Presentation
Employment under 30... How to choose young people, who are interested in your field of work? What can we learn from hobby organizations and sport clubs when it comes to recruiting?
Presented by: **Horváth Kitti** (Heineken)

Green Hall

- 10.45–11.20
Forum
How big of a business is e-sport really?
Participants:
Zsédely Péter (Sportsmarketing Hungary),
Szalai Ádám (IKO Digital),
Nagy László (Havas Media),
Coca-Cola representative
Moderated by: **Vincze Dávid**
- 11.20–11.40
Presentation
A successful Polish MCN. Profitable side of the Polish online video market. We introduce PONKI!
Presented by: **Ryan Socash** (Mediakraft Networks)
- 11.40–11.50
Presentation
About campaigns based on cross-screen planning. Customer conversions have the advantage.
Presented by: **Dolezsai Gergely** (OTP)
- 11.50–12.20
Forum
Friends depending on each other. It comes up more and more often during the decision-making of advertisers that cross-section planning is no longer a futuristic idea but a task of today, which has to be done, if we want to reach our customers.
Participants:
TBD,
R-Time representative,
Atmedia representative,
Szabó Mariann (Marquard),
Juhász Péter (Magyar Telekom),
Sólyom Balázs (UPC),
FMCG representative,
Bíró Pál (Google)
Moderated by: **Pohly Ferenc**
- 12.20–12.35
Presentation
Advertiser-friendly presentation. Ongoing changes on YouTube. Facts and myths. What has changed on the interface the last few months?
Presented by:
Representative of Google
- 12.35–12.45
Presentation
Video ads beyond Youtube.
Presented by: **Polgárdi Edina** (Cadreon)
- 12.50–13.00
Presentation
The targeted “wow” effect: creative is at least as important, if not more, as deadly accurate targeting. (Spectacular, interactive, popup video ads in the programmatic)
Presented by: **Imre László** (Crimtan) **8/10**



Blue Hall		Lemon Hall		Orange Hall		Purple Hall		Green Hall	
13.00–13.15 Presentation	I buy your opinion. I buy your opinion. How does social integrate into the media mix at the agencies? How is it ethical, how do we handle the influencers? There are no decrees or regulations in this field, therefore it is an odd bunch with lots of irregularities. Presented by: Oszipovics Tatjana (Maximize)	Imaginary injustice		14.15–14.30 Presentation	Articles which would have never been created without an advertiser. Presented by: Sablik-Szemes Alexandra (Adaptive Media)	12.40–12.55 Presentation	30-year-old boss spreads wisdom among 45-year-old employees? Wisdom and vanity. Presented by: Pethő Anikó (Aarensen-Restart-Up)	13.00–13.15 Presentation	Let's party with influencers! – Branded content case study – Mastercard – Sziget Fesztivál Presented by: Sátori Karolinia (Starnetwork), Boroznaki Gergő (Crane)
13.15–13.30 Discussion	I have built a community. In a special way. Presented by: Fábián Sára <i>Creative Youngsters series.</i>	12.20–12.50 Presentation + Discussion	The fictional death of remarketing. What would happen if browsers did not allow in cookies from third parties? Is this in somebodies interest? What is the answer of our profession and the market? Conversation starter: Bobály Mihály (JabJab) Participants: Bőle György (HWSW), Bobály Mihály (JabJab), Bognár Vera (Havas Media), Kékesi Zsuzsa (HVG), Vági Róbert (Origo) Moderated by: Barnóth Zoltán (MEC)	14.30–14.45 Presentation	The power of storytelling. I have a story... Why do millions share it and why is it working differently than fiction? How can stories be used effectively by a brand? Where do this kind of content has its own place? Why don't we put it on TV for example? Presented by: Länger Vera (Isobar)	12.55–13.10 Presentation	Generation C: generations do not depend on age but on approach. Presented by: Nemes Orsolya	13.15–13.25 Presentation	100% growth in effectiveness by product video retargeting. Presented by: Kálmán Tamás (Wanadis)
13.30–13.55 Discussion	Stars and influencers – what is the difference? When are they considered authentic? Where is the tipping point after which followers will have the feeling that the influencer sold out to the brand? What is the ratio of own and sponsored content? A meeting of influencers. Participants: Puskás Péter and influencer	12.50–13.05 Presentation	Who should we protect our data from? Is there real prevention against misuse of stolen data on the market? What happens if our agency starts to work for the competition? And Google? It has everything... Előadók: Hatházi Vera and Keszei Gábor (Hatházi Vera Üi.)	14.45–15.30 Forum	Result guarantee in content marketing / native ads? Who takes the responsibility? What are the tripping stones? Guarantees when publishing paid content? Participants: TBD	13.10–13.20 Presentation	Desires vs reality – what does the employee dream about? We examine how different age groups search for jobs and what motivates them when changing jobs. What jobs do members of the younger and older age groups want, what are the main differences and what is it that does not change with time? Are there any tensions or communication difficulties in everyday work between the different age groups? This question is also answered by the 2000-person survey by Kutatópont. Presented by: Rabcsánszky Laura (Kutatópont)	13.25–13.35 Presentation	Multiplatform thinking as a brand. A shooting is not about one kind of movie anymore. It is not enough to upload one advertising spot on Youtube and watch it... The same story has to be translated into the language of the platform, where people will watch it (e.g. on Facebook you have to make an impression without sound under 2 seconds). Presented by: Jedlicska Márton (UmbrellaTV)
13.55–14.10 Presentation	Life beyond the influencer marketing. There is always something new; this is a profession of continuous evolution. Let's examine the marketing tools of the future together! Presentation by involving the audience. Presented by: Törös Balázs (Fastbridge)	The patient world of chatbots.				13.20–13.35 Presentation	Carrier opportunities over 45. What kind of specialist could you become? Presented by: Nagy László (Nielsen)	13.35–14.15 Forum	Audience vs. Audience – It matters to the brand and to the influencer, who they are associated with due to the cooperation. Only reach matters or are there other important factors as well? 30-35 minutes of roundtable discussion with video experts. Introduction by: Farkas Dániel (StarNetwork) Participants: Bánki Beni , Kovács Dorottya (Chloe From The Woods), Abosi Barna (Barni), Kervárits Mariann (Maris) Moderated by: Dóczi Attila (StarNetwork)
14.10–14.20 Presentation	Danone case study. Presented by: Harcza Bea (Danone)	13.05–13.25 Presentation	Artificial intelligence in marketing solutions which you can already use today. Presented by: Marcin Malinowski (Google)			13.35–13.50 Presentation	How to attract young workforce? Expectations of the future. Presented by: Zeitler Ádám		
14.20–14.30 Presentation	Power and responsibility in the hands of opinion leaders. From where and to where does the responsibility of social media influencers extend – can you actually handle such an influence well? Presented by: Szabó Kata (Morpho)	13.25–13.55 Presentation	Chatbots in our everyday life. Chatbot technology is in its early stages, but many people already started to discover how it can help them develop their products and companies. A few examples of how can a chatbot help in sales and customer service. What are the mistakes that should be avoided during the introduction of chatbot technology? Presented by: Xian Ke (USA)			13.50–14.00 Presentation	What the employer should do if young employees cannot handle their attention and gadget control? What kind of support can you provide? Presented by: Kerékgyártó Laura (PPG-Trilak)		
14.30–14.45 Presentation	Country branding in social media. Presented by: Kiss Ágota (Representative of the Hungarian Tourism Agency)					14.00–14.15 Presentation	Job ads on LinkedIn. How effective are they? Can we find good candidates there? We are running parallel ads for an account manager position on two interfaces (Facebook and LinkedIn). We are interested in the results to see which channel is more effective. Presentation: Joanelli Kata	14.15–14.30 Presentation	Leverage the human value in technology! Personalized video content en masse. (Prepare and deliver 12 thousand unique videos for your customers in half a day) Presented by: Beliczki Róbert (MEC)



Blue Hall		Lemon Hall		Glass Hall		Purple Hall		Green Hall	
14.45–15.00 Presentation	Business on Facebook. How have I built up my enterprise from scratch as a mother? Presented by: Jármay Katalin (Mommy Mia)	13.55–14.10 Presentation	Is it worth buying, developing or renting a chatbot? Presented by: TBD	Attention! Commerce workshop in the Glass Hall!		14.15–14.30 Presentation	Working habits of this generation vs Company expectations. The new generation do not want to work in a way like their parents did, but in complete freedom (whenever and wherever they want to) and it will be of utmost importance for the employer of the future how they can assure this without harming the interest of the company. Objective performance measurement will be necessary for this. In the presentation we will show how some global companies failed, but we are presenting some positive Hungarian examples as well. Presented by: Vadász Attila (JobCTRL)	14.30–14.45 Presentation	China for Europe, Europe form China Vlogger report Presented by: Horváth Lilla
15.05–15.15 Presentation	I used Messenger to find customers. Presented by: Berze Márton (Speak language school)	14.10–14.25 Presentation	Chatbots: who are “they” and what do they want? How can they help us? Leveraging one of the most important platforms they can define future sales trends. Or – as our example goes – the everyday life of an agency. Presented by: Szabó Veronika (HPS)	10.00–11.30 Workshop	Workshop I. Marketing and sales 5 simple steps – Increasing the effectiveness of sales by connecting sales and marketing. Moderated by: Pam Didner (in English)	14.30–14.45 Presentation	What kind of specialist should you become as a young person, because college will not cut it anymore...? Presented by: Vegmann Anikó (JcDecaux)	14.45–15.00 Presentation	Non-compulsary readings Vlogger report Presented by: Lackfi János
15.15–15.25 Presentation	B2B in social media: Secret weapon or the necessary evil? Social media plays a clear role in consumer marketing. But what is the situation of B2B companies which would like to reach and influence professional, business audiences? What to do if our product is boring, but we have to generate some content? How B2B companies could and do use social platforms? Is there life beyond LinkedIn? Own team or external solution? Presented by: Farkas Tibor	14.25–14.40 Presentation	Chatbot analytics. It is too early to say if the chatbot will be the new digital “Holy Grail.” However, one thing is for sure: as every other digital channel, you have to measure this one as well. It is worth learning some new expressions: Conversational Analytics, Sentiment Analysis, Retention Rate. Presented by: Bay Áron (Mito)	11.30–13.00 Workshop	Workshop II. Calculation of business potential Do you have an idea? Do you want to see its business potential? Come along for tomorrow’s workshop! Moderated by: Kis Ervin Egon (SmartCommerce Consulting)	14.45–15.00 Presentation	What kind of brand new positions are available? How does this look like from the perspective of a premium brand? Presented by: Fernbach Zoltán (Mercedes)	15.00–15.40 Forum	Brand safety on video sharing sites. Youtube or not Youtube? Presented by: Sopov István (IAB) Participants: Google, IAB (Hungarian media owner), MAKSZ (agency)
15.25–15.40 Presentation	B2B communication on social sites Presented by: Cseh Balázs (Wolters Kluwer)	14.40–14.55 Presentation	How can a chatbot work together with a real administrator? Presented by: Török-Pál Kata (Photel)	Register for the workshops: internethungary.com/regisztracio		15.00–15.15 Presentation	Digital education – Comme il faut. Presented by: Török Diána (GroupM)		
15.40–16.10 Discussion	Facebook groups for companies. A brand new platform which brands can utilize very well, but are afraid to try. What could be the reason? Discussion. Participants: Berényi Konrád, Mozsik Tibor (W.UP), Cseh Balázs (Wolters Kluwer), Pereczes János (MKB FintechLab) Moderated by: Pohly Ferenc	14.55–15.30 Presentation	Those who have met a chatbot. Presentations from the following sectors: E-commerce: TBD Telco: Fekete Csaba Csongor (Grapa Solution) Media: Representative of Index			15.15–15.30 Presentation	Juniors as we like it... (in-house training, education, academies) Presented by: Navratil Zsuzsa (G4S HR Director)		
		14.30–14.45 Presentation	Messenger chatbot from a year’s perspective: wonder or a bag of hot air? Based on the experiences so far, its performance was less than what was expected. Are there any opportunities left, should companies invest in this technology? Presented by: Korompai András (ACG)			15.30–15.45 Presentation	How hard is it to find good professionals? There is a shortage of good marketing experts in Hungary and agencies start to snitch away people from each other. It would be worth talking about what advertising companies can do about this. Participants: HR rep of a bigger agency and a headhunter Presented by: Fodor Anna (Adecco)		
						15.45–16.00 Presentation	Carrier change at master level. The attitude is important not the age Presented by: Fazekas Barbara (Green Fox Academy)		

The organisers reserve the right to change the program!