

MARKETING SUMMIT 2016

# EXPONENTIAL

## ADDICTIVE IDEAS

6-7 DECEMBER

RAFFLES İSTANBUL

ZORLU CENTER

THE WAYS OF CREATING EXPONENTIAL IDEAS

## 06 December Tuesday

Halls	Time	Speakers	
	08:30 - 09:30	Registration	
MAIN SESSIONS			
Raffles Ballroom	09:30 - 09:40	<b>Peter Fisk</b> Conference Chairman, GeniusWorks, Founder Consultant, Speaker, Author	 <i>Summit Opening and Introduction to Gamechangers Turkey Awards</i>
Raffles Ballroom	09:40 - 10:00	<b>Tanyer Sönmezer</b> Management Centre Turkey, CEO	 <i>Code of Exponential Exponential Growth Philosophy, Building Blocks and Global&amp;Case's</i>
Raffles Ballroom	10:00 - 10:30	<b>Mark Ritson</b> Melbourne Business School, Professor	 <i>Exponential Brands: Exponential Branding</i>
	10:30 - 11:10	Coffee Break / "Portraits of our unnoticed neighbours" Photograph Exhibition	
MAIN SESSIONS			
Raffles Ballroom	11:10 - 11:30	<b>Mark Zaleski</b> BCG Digital Ventures, Partner	 <i>Exponential Business: Large Companies Can Be Just As Exponential As Small Companies</i>
Raffles Ballroom	11:30 - 11:50	<b>Peter Vessenes</b> Bitcoin Foundation, Co-founder and First Executive Director and Chairman	 <i>Exponential Innovation: Blockchain, Bitcoin and Exponential Growth-Tapping the Firestorm</i>
	11:50 - 12:10	Exponential Ideas	
	12:10 - 13:25	Luncheon	
MAIN SESSIONS			
Raffles Ballroom	13:25 - 13:45	<b>Oliver Britz</b> Lindstrom Company, Brand Consultant	 <i>Exponential Insights: One Word the True Power of How to Turn Around Brands</i>
Raffles Ballroom	13:45 - 14:05	<b>Kubilay Özerkan</b> Metro, Cash & Carry Turkey, Managing Director	 <i>Exponential Experiences: The Metro Story of Combining Points</i>
Raffles Balo Salonu	14:05 - 14:25	<b>Ergül Çivi</b> Spotify, Director of Turkey	 <i>Exponential Communications: The Spotify Story of Putting Humanity Back Into the Marketing Mix</i>
	14:25 - 14:45	Exponential Ideas	
	14:45 - 15:20	Coffee Break	
MAIN SESSIONS			
Raffles Ballroom	15:20 - 15:40	<b>Dr. Oliver Hupp</b> GfK, Brand Strategist and Proceeding Director	 <i>Exponential Change: Manage Your Brand And Customer Experience For Sustainable Business Growth</i>
Raffles Balo Salonu	15:40 - 16:00	<b>Ergün Güler</b> Vestel, General Manager of Marketing Corporation	 <i>Exponential Retail Journey: In Chase of Continuous Retail Development</i>
Raffles Ballroom	16:00 - 16:20	<b>Peter Fisk</b> Conference Chairman, GeniusWorks, Founder Consultant, Speaker, Author	 <i>Exponential Growth: Turning Addictive Ideas Into Sustained Profitable Growth</i>
	16:30	CLOSING	

Management Centre Türkiye and Eventus reserve the right to make changes in conference flow and programme. The fair is being organized at the Marketing Summit in accordance with the law 5174, with the permission of the Union of Chamber and Commodity Exchanges of Turkey - TOBB.

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