

MARKETING SUMMIT 2016

# EXPONENTIAL

ADDICTIVE IDEAS








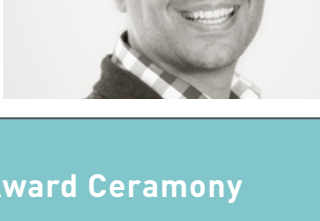
6-7 DECEMBER

RAFFLES ISTANBUL

ZORLU CENTER

THE WAYS OF CREATING EXPONENTIAL IDEAS

## 07 December Wednesday

Halls	Time	Speakers
	08:30 - 09:30	Registration
<b>MAIN SESSIONS</b>		
Raffles Ballroom	09:30 - 10:10	<b>Martin Lindstrom</b> Change Agent, Brand Futurist, Best-selling Author  <i>Exponential Future: Small Data: The Tiny Clues on the Reveals of Huge Trends</i>
Raffles Ballroom	10:10 - 10:20	Gamechangers Talk
Raffles Ballroom	10:20 - 10:40	<b>Cem Seymen</b> CNN TÜRK Economy Editor  <i>New Turkey: The New Story of The Turkish Economy</i>
Raffles Ballroom	10:40 - 10:50	Gamechangers Talk
	10:50 - 11:35	Coffee Break Martin Lindstrom book signing at Optimist Boot
<b>PARALEL SESSIONS</b>		
Raffles Ballroom	11:35 - 12:05	<b>Sami Hotak</b> Karaca Tic. San. A.Ş. <i>Customer Experience in the Era of Meaningful Brands</i>
Melisa Hall	11:35 - 12:05	Moderator <b>Rima Erdemir</b> MedyaNet <b>Sinan Günel</b> Project House <b>Yunus Güvenen</b> Digitouch IAB Session Turkey <i>The Value at the Heart of The Communication: Data</i>
Mimoza Hall	11:35 - 12:05	<b>Fulya Durmuş</b> GfK <i>The New Consumer; Expectations, Spending, Digital Consumption and Psychology</i>
Orkide Hall	11:35 - 12:05	<b>Özgür Çelebi</b> Unisign Digital Signage <i>Recreate Customer Experience with Digital Signage</i>
Erguvan Hall	11:35 - 12:05	<b>Börge Bjelland</b> Gitich <b>Sami Hamid</b> Gitich <i>How Can You Use Virtual Reality to Convey Brand Stories</i>
Raffles Ballroom	12:05 - 12:15	Gamechangers Talk
	12:15 - 13:45	Luncheon
<b>PARALEL SESSIONS</b>		
Raffles Ballroom	13:45 - 14:15	<b>Zeynep Ürkün</b> Make-A-Wish <i>The Biggest Exponential Growth: Making a Child's Wish Come True</i>
Melisa Hall	13:45 - 14:15	<b>Seda Mızraklı Ferik</b> KREA M.I.C.E <i>Creating Exponential Ideas and Value in Corporate Stories in MICE Sector</i>
Mimoza Hall	13:45 - 14:15	Moderator <b>Fırat Ertem</b> Mr.Lama <b>Metin Güleç</b> MedyaNet <b>Volkan Biçer</b> Mobilike <b>Meltem Moral</b> Digital at Mindshare MMA Türkiye Session: <i>Exponential Mobile</i>
Orkide Hall	13:45 - 14:15	<b>Mehmet Demiray</b> Virtua Consult <i>Why We Should Build Up Virtuous Triangle for Exponential Growth?</i>
Erguvan Hall	13:45 - 14:15	<b>Mehmet Gezer</b> Sistem 9 <i>Importance of Digital Signage Systems in Business Life</i>
Raffles Ballroom	14:15 - 14:25	Gamechangers Talk / Room Break
<b>PARALEL SESSIONS</b>		
Raffles Ballroom	14:25 - 14:55	<b>Dr. Nir Ben Lavi</b> Adizes Institute <i>Innovation Reinvented: On How Exact Science Meets Behavior through Systematic Innovation</i>
Melisa Hall	14:25 - 14:55	<b>Aycan Ferik</b> KREA Digital <i>Digital Trends in Omnichannel Marketing! Success Stories and Key Examples</i>
Mimoza Hall	14:25 - 14:55	Moderator <b>Murat Kolbaşı</b> Arzum A.Ş. <b>Mehtap Yıldız</b> Arzum A.Ş. <b>Milka Karaağaçlı</b> Kısmet by Milka <b>Başak Cankeş</b> Bashaques <i>Designs That Touch Our Heart</i>
Orkide Hall	14:25 - 14:55	<b>Sefa Karahan</b> 1,618 Creative Ad Works <i>Are We Teflon or Sponge?</i>
Erguvan Hall	14:25 - 14:55	<b>Gizem Yücel</b> Arkadyas Software & Tech. Co. <i>Welcome to Academia: Contemporary Marketing Theories for Today's Digital World</i>
Raffles Ballroom	14:55 - 15:05	Gamechangers Talk
	15:05 - 15:45	Coffee Break
<b>PARALEL SESSIONS</b>		
Orkide Hall	15:45 - 16:15	<b>Mehmet Direkkoğlu</b> Unisign Digital Signage <i>From The Marketing Digital Kitchen: Digital Signage</i>
<b>Workshop</b>		
Raffles Ballroom	15:45 - 16:45	<b>Martin Lindstrom</b> Change Agent, Brand Futurist, Best-selling Author 
Melisa Hall	15:45 - 16:45	<b>Peter Vessenes</b> Bitcoin Foundation, Co-founder and First Executive Director and Chairman 
	16:45 - 16:55	Room Break
<b>PANEL</b>		
Raffles Ballroom	16:55 - 17:25	Moderator <b>Deniz Bayramoğlu</b> CNN TÜRK Program Producer and Presenter  <b>Martin Lindstrom</b> Change Agent, Brand Futurist, Best-selling Author  <b>Peter Fisk</b> Conference Chairman, GeniusWorks, Founder Consultant, Speaker, Author  <b>Peter Vessenes</b> Bitcoin Foundation, Co-founder and First Executive Director and Chairman  <i>Addictive Ideas Branding Exponential</i>
	17:25 - 18:10	Gamechangers Award Ceremony

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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