

**PROGRAM OF
VIII INTERNATIONAL MARKETING AND ADVERTISING FESTIVAL
WHITE SQUARE
Minsk, April 14-16, 2016**

APRIL 14

c 9.15 **MEETING!** Accreditation of participants and guests of the festival. Light positive charge on the way to LEVEL UP

10.00 - 10.20 **OPENING OF THE FESTIVAL** by **Irina Narkevich**, the deputy of Ministry of Trade of The Republic of **Belarus** and **Alena Ustinovich**, producer of White Square festival, director of Belaya Karona communication agency, **Belarus**

CONGRESS HALL

10.30 - 11.30 **Dmitri Apolenis**, Creative Director, **Sergey Shima**, Strategist at Aida Pioneer, **Belarus**

Topic: **Brand strategy: from stimulus to symbol.**

How to overcome the brand gap with the help of key metaphors.

11.40 - 12.30 **Andrey Dligach**, General Director at Advanter Group, leading expert of Ukrainian Association of Marketing, candidate of economic sciences, **Ukraine**

LEVEL UP! Strategies. How to improve competitiveness of brand when entering foreign markets.

12.45 - 13.35 **Nicola Rovetta**, Creative Director at Golin, **Italy**

Topic: **10 things you need to know to save your company's communication.**

How to choose the correct channels, the correct message and the correct kind of agency in today's ultra-fragmented and hyper-specialized context.

13.45 - 14.35 **Ralf Kostgeld**, Creative Director, Executive Board Member at AMMARKT, **Switzerland**

Master-class. Topic is to be announced soon.

14.45 - 15.45 **Darius Kisielius**, Creative Director at Libre, **Lithuania**

Tema: **How to get the most from your agency?**

Every creative project is a journey and a relationship between the client and the agency. Sometimes we enjoy it, sometimes it hurts – how to make it? When to push back and when to give in?

16.00 - 17.00 **Amanda Benfell**, Director of Communications at **The Gunn Report**, **Great Britain**

Topic: **World trends in advertising. Innovations + Creativity = Effectiveness.**

Presentation of results of **The Gunn Report 2015.**

17.15 - 18.15 **Karambol company in association with MAKSVISION presents**

TALK SHOW: **Who feels good in crisis?**

Do crisis and business rhyme? What should you take off the sofa not to get it fat? Man... Woman... what's the difference in crisis?

RED HALL

11.00 - 12.30 **Synergy of opportunities. Associations of Communications and Marketing Agencies. New levels of collaboration.**

Dominic Lyle, Director General at European Association of communications Agencies, **Belgium**

Topic: **How to win Effie? Show of best cases.**

12.45 - 13.35 **Inna Gavrilchik**, Consultant of the Governance of protection of consumer rights and control on advertising of Ministry of Trade of the Republic of Belarus, master of law, **Belarus**

DIALOG PLATFORM. New questions – official answers. All about Legislation of advertising in the Republic of Belarus in open dialog with accredited participants of the festival.

13.45 - 14.35 **Lola Tehver**, Director of Estonian Association of marketing and communication agencies, **Estonia**

Topic: **E-estonian – Virtual Reality or Real Virtuality?**

It's not a parody on Estonian accent but quite a real opportunity to use virtual privileges.

14.45 - 15.45 **Yuriy Motrich**, Founder, Director, Animator at Mokastdio animation studio, **Ukraine**

Topic: **Animation in advertising.**

16.00 - 17.00 **Denis Shlesberg**, Executive Creative Director, Co-founder at Artonica, **Russia**

Topic: **Three dimensions of corporate brand: supplier, partner, employer. How to achieve synergy?**

17.15 - 18.15 **Evgeni Unov**, Creative Director at Primary JWT, **Belarus**

Topic: **Message under message.**

Meta sense of advertising campaign. What we actually tell them. What they actually hear.

WHITE HALL

10.30 - 11.30 **Show of entries and cases of VIII White Square festival**

11.40 - 12.35 **Vladimir Mogilevets**, Creative Director at Figital Manufactory CLAB, **Belarus**

Topic: **Big Boys Toys: toys for a marketer. Can entertaining technologies, used in advertising, be turned into real marketing tools.**

12.45 - 13.40 **Oleg Kiriluk**, Head of J Lab group of companies, **Belarus**

Topic: **New opportunities of mobile technologies in marketing.**

13.45 - 14.35 **Tatiana Lisitskaya**, Director at MASMI, **Belarus**

Topic: **I'm watching you, or I-tracking method in testing of advertising.**

14.45 - 15.45 **Anatoli Klimchuck**, Director at ARTOX media Moscow, **Russia**

Topic: **Listening and analyzing Internet. Tendencies and challenges of 2016.**

Ecosystem of clients: what are brands interested in, when analyzing social media. Ecosystem of software providers and services in data analysis of social media. New trends and changing of approach to analysis of social media in 2016.

16.00 - 17.00 Master-class. Topic is to be announced soon.

17.15 - 18.15 **Marten Meijboom**, Copywriter at The Oddshop, **Ramin Bahari**, Art-Director – Co-founders of Young Dogs Worldwide, **the Netherlands**

Topic: **The power of puppy eyes**

Hey young creatives! Stop begging for jobs. And get CD's to fetch YOU coffee! Win a million awards to bury in your back yard. How? Easy, just SIT, listen to awesome presentation of Young Dogs Worldwide!

It's hard to make a name for yourself in the creative industry. To change that, two young creatives founded the YoungDogs in the Netherlands 25 years ago. Serving as the main stage for young creative talent. Since then the Dutch YoungDogs have

	connected thousands of creatives to companies and agencies all around the world. Inspiring all of them to follow their hearts. It's time to share our knowledge. That is why we're giving each country the tools to start their own, local YoungDogs program. Creating a worldwide network of YoungDogs.
20.00 - 02.00	GALA PARTY – opening party of the festival For accredited participants and guests of the festival.

APRIL 15

c 9.45	Accreditation of the participants of the festival
CONGRESS HALL	
10.00 - 11.00	Vera Zvereva , Art Director at Depot WPF, Russia Topic: How branding influences sales: not just beautiful pictures.
11.15 - 12.15	Oleg Lapshin , Russia Topic: Does advertiser need Rimini Protokol? How to convert indifferent spectators of our campaigns into active participants. Maybe the answers should be searched not in advertising but other spheres?
12.30 - 13.30	Jason Romeyko , Executive Creative Director at Saatchi & Saatchi Switzerland, Global Executive Creative Director at GSK & Deutsche Telekom, Austria Topic: Braving The Way. Fearlessness is something we are born with but as we get older and hurt the first few times, we become afraid of our ideas. The same happens to creatives, agencies and clients. In our business being scared can be disguised as experience, research or even "perfection" – which Elizabeth Gilbert calls simply "fear in high heels".
13.45 - 14.45	Denis Trusilo , Art Director at Pocket Rocket Creative, producer of Art-Picnic FSP, Belarus Topic: Innovative integration of brands into public events. Analysis of effectiveness on example of world and local cases.
15.00 - 16.00	Matija Vujovic , CEO, Creative Director at Kitchen, Czech Republic Topic: Serving Creativity. How do you cook? First, make sure you're hungry. Then write down a strategic shopping list. Source the finest, wholesome digitally-nutritious ingredients. Chop, peel, boil and fry to extract the most from the raw flavours. Keep stirring with passion and craftsmanship. When you think it's done, take a spoon. Is it lick-able? Is it click-able? Now add some UI spices that interact with the palate. Season it for a more memorable byte. Then serve it out on a beautiful platter where it looks as good as it smells. See it. Smell it. Taste it. Share it. That's our food for thought. Come see the Kitchen chefs in action to learn how the rules of creative cooking can as easily be applied to transform humdrum online projects into steaming hot, award-winning digital delights. Bon Appetit!
16.15 - 17.15	Bartłomiej Walczuk , Associate Creative Director at 180heartbeats + JUNG v. MATT, Poland Master-class. Topic is no be announces soon.
17.30 - 18.30	EPICA AWARDS ON TOUR, MINSK SHOWCASE The show is presented by Joe Brooks , Director of Global Growth of Epica Awards, France The International Epica Awards showcase is a compilation of the 2015 film winners. This terrifically entertaining film brings together the best ads voted by the world's advertising trade press. Epica on Tour will travel the world visiting Sydney, London, Paris, Stockholm, Moscow, New York, Milan, Istanbul, Bogota and Minsk at White Square festival.
RED HALL	
10.00 - 12.15	SECTION OF SOCIAL ADVERTISING SHOW OF SOCIAL ADVERTISING FILMS FROM ABC SHOW COLLECTION The show is presented by Ivan Churilin , President of ABC show in Russia Round table on questions of effectiveness of social advertising in The Republic of Belarus Irina Barishnikova , the Head of Department of protection of consumers' rights and control on advertising of Ministry of Trade of The Republic of Belarus Tatiana Lisitskaya , Director at MASMI, Belarus . Results of the research on effectiveness of social advertising for recent couple of years.
12.30 - 13.30	Alexander Shevelevich , Executive Producer at KINO Production, Belarus Topic: Production: who are these people and why there are so many of them? Why it happens that clients like idea and script but don't like ready film? Which problems can appear on the way from text to going on air? How to avoid disappointment in the end of this way? Let's decide this together.
13.45 - 14.45	Artem Sinyavskiy , Creative Director, Partner at Marvelous, Russia Topic: If everyone runs, should I write too? All brands seek to social networks, but not all of them understand exactly why they need to go there. How to understand which social network suits your brand, how to represent your brand there and how to estimate the effectiveness of being there?
15.00 - 16.00	Olga Oleinik , Creative Director, Co-founder at AVC, Victoria Kovalevich , Development Director at AVC, Belarus Topic: Revision of brand's visual strategy. How do reduce the distance between your brand and the audience, to create space for its harmonious collaboration?
16.15 - 17.15	Andrey Gornov , Creative Director at Getbrand, Russia Topic: How to enter Russian market and successfully compete with mega brands.
18.45 - 21.00	POETIC EVENING "Best poets of our time work in advertising"
WHITE HALL	
10.00 - 10.45	Show of entries-finalists of VIII White Square festival (TV, videocases)
11.00 - 12.15	Morning tea with Vlad Vasyuhin , Russia Famous Moscow journalist Vlad Vasyuhin will present his book "Creative Kitchen". Author's interlocutors – leading copywriters, designers, directors, businessmen – will share their creative energy.
12.30 - 18.35	NEW POSSIBILITIES OF BELARUSIAN MEDIA MARKET 15 presentations of representatives of Belarusian media market non-stop.

APRIL 16

c 9.45 Accreditation of the participates of the festival

CONGRESS HALL

10.00 - 11.00	Master-class. Topic is to be announced soon.
11.15 - 12.15	Tommaso Mezzavilla , Executive Digital creative Director at HAVAS WORLDWIDE MILAN, Italy Topic: How to understand the identity of advertising industry. The evolution of creatives and creative mission from the 60/70/80's till today. Even if today we all just talk about data and numbers, in reality it's all about ideas and being creative free. Because ideas create numbers, not the opposite. And how in this terms brands can set new rules and processes to make a memorable campaign.
12.30 - 13.30	Fabio Paracchini , Executive Creative Director at DigitasLBi Milan, Regional Creative Director at DigitasLBi in Eastern Europe, Italy Topic: He's Just Not That into You. How brands and advertisers should walk and talk in a world that more often than not just doesn't give a damn about them? In other words: how do successful, happy and mentally healthy brands look like in the post-digital world? And how can equally successful, happy and mentally healthy agencies help them?

RED HALL

10.00 - 11.00	Tatiana Ignatovskaya , Law company Stepanovski, Papakul and partners, Belarus Topic: What Belarusian companies need to know to promote their products on international markets.
11.15 - 12.15	Waldemar Mrugała , Director at PMI COMBERA, Poland Master-class. Topic is to be announced soon.
12.30 - 13.30	Iliya Kuharev , Creative Director at GETBOB digital agency, Belarus Master-class. Topic is to be announced soon.
13.45 - 14.40	Denis Keleberdenko , Creative Director at BBDO UKRAINE, Ukraine Topic: The end of era of digital communications. Digital is now everywhere. In modern informational world there are no other channels of communications except for Idea. And Idea is inseparably connected with everything people interact.
14.50 - 15.45	Ionel Lehari , Creative Director at Identity, Estonia Master-class. Topic is to be announced soon.
16.00 - 17.00	Iliya Lazuchnikov , Managing Partner at Plenum Brand Consultancy, Russia Topic: Bit brands in small details. How to make it work.

WHITE HALL

10.00 - 11.00	ABC show / Best advertising films in the world Presentation of collection by representative of ABC show in Russia Ivan Churilin. The show of films from ABC show collection
11.15 - 12.15	Victor Krivokhizha , General Director at NMT, Russia Topic: Principles of how to set up effective relations with client.
12.30 - 13.30	DISCUSSION PANNEL. Agency and client: marital relations or warring sides? Moderator: Maxim Lazebnik , Executive Director of All-Ukrainian Advertising Coalition, Ukraine
13.45 - 14.40	Yuriy Zisser , Chairman of Board of TUT.BY, Belarus Topic is to be announced soon.
14.50 - 15.45	Master-class. Topic is to be announced soon.
16.00 - 17.00	DISCUSSING! OPEN DIALOG WITH JURY MEMBERS OF THE FESTIVAL In question-answer LIVE format.
17.30 - 20.00	AWARD CEREMONY OF THE WINNERS OF THE FESTIVAL
20.30 - 04.00	GALA PARTY – CLOSING PARTY OF THE FESTIVAL For accredited participants and guests of the festival.

* The program might have changes or editions. Follow all the news on adfest.by