

# EUROPEAN PLANNING CONFERENCE 2014

4 NOV 2014 | PRAGUE | HOTEL BOSCOLO AUTOGRAPH COLLECTION

## THE MAJOR ANNUAL EVENT FOR PLANNING, STRATEGY AND COMMUNICATIONS

European Planning Conference is a unique conference that unites the planners from Europe and stimulates visionary thinking about planning, strategy and communications.

The conference is designed for planners and professionals working in creative industry and brand communications who want to hear more about the latest topics and current trends in planning and strategy.

The event format is a full day packed with a mix of inspiring and innovative presentations, masterclasses, success stories and case studies and offers networking opportunity with the planning community from Europe.

This year the conference is happening in the magical city of Prague, which is one of the most dynamic and inspiring capitals in Europe.

### SPEAKERS

**PAUL ARNOLD**

Founding Partner and Consultant  
Paul Arnold Consulting UK

**ROBERT DYSELL**

Planning Director at ACNE Advertising and R&D  
Founder of PlannerFed Stockholm

**KRIS HOET**

Managing Partner Digital and Change Architect  
Duval Guillaume Modem Antwerpen

**KAI PLATSCHKE**

Founder and initiator of a new approach to marketing,  
Happyhappyjoyjoy Berlin

**MARK JOHNSON**

Managing Director, BrainJuicer Continental Europe

**EMIL JIMENEZ**

CEO/CCO, Passion Communications Prague

**IVAN TANIĆ**

Strategic Planner, Bruketa&Žinić OM Zagreb

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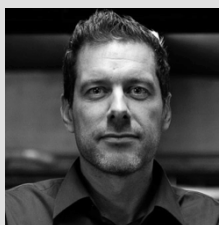
# SPEAKERS



## PAUL ARNOLD

Founding Partner and Consultant, Paul Arnold Consulting UK

Paul has worked for 25 years in advertising and is winner of several Gold, Silver and Bronze Euro Effies. After graduating in Psychology and then getting a MA in Marketing, he first joined Saatchi & Saatchi where he worked for over a decade, running European accounts such as Reckitts and Hewlett Packard, as well as heading up training. He launched the Saatchi MBA and developed and sold courses to the European network. In 1998 Paul moved to Grey Advertising where he was a SVP Global Account Director and a Global Planning Director on GSK. Paul Arnold is a specialist in inspiring accelerated performance in people and teams and holds a MBA and a MSc in Change and is a Master Practitioner in NLP.



## KRIS HOET

Managing Partner Digital and Change Architect, Duval Guillaume Modem Antwerpen

Kris has been in digital since 1997 when he started working at Kinopolis Group, a large cinema chain in Europe, where he was responsible for the first website and lead most of their European digital efforts during the 7 years he worked there. After that he found a new challenge at Microsoft, first leading the consumer marketing efforts for MSN in Belgium for a short time after which he joined and later lead the EMEA marketing team for MSN/Windows Live. With 12 year of experience in digital marketing Kris switched to the agency side, where he took on the role of Head of Digital at Duval Guillaume Modem, a well-known creative agency based in Antwerp. Kris calls himself a geek marketer and can be found on pretty much every online service, but easiest is to check out his blog on <http://crossthebreeze.com>. Kris is also TED Advocate for the TED Ads Worth Spreading initiative.



## MARK JOHNSON

Managing Director, BrainJuicer Continental Europe

Mark is 'Mr Europe' at BrainJuicer. Based in Lausanne, Switzerland, Mark is half Swiss / half Brit, has worked in communications, branding and strategic marketing before becoming a researcher, first on the client side then at BrainJuicer for the past 6 years.



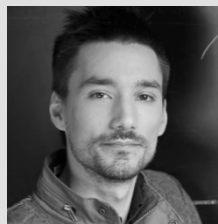
## ROBERT DYSELL

Planning Director at ACNE Advertising and R&D, Founder of PlannerFed Stockholm

Robert Dysell is a Swedish planner and entrepreneur, running the PlannerFed network in parallel to agency career at gyro and ACNE.

Ambitious, unconcentrated, entrepreneur wannabee, open, introvert, daydreamer, wino. Current and previous clients include IKEA R&D, H&M, L'oreal, Match.com, Bredbandsbolaget and Skandia.

# SPEAKERS



## IVAN TANIĆ

Strategic Planner, Bruketa&Žinić OM Zagreb

Ivan Tanić is a Strategic Planner in Bruketa&Žinić OM advertising agency where he has been working for six years, one year as an Account Manager. Insight digging, brief writing and creative team briefing are part of his every day work. He has worked on projects for clients and brands such as: Zagrebačka banka (Part of Unicredit Group), Energotuš Slovenia, Tušmobil Slovenia, GRAWE Croatia and Croatia insurance, Cockta, Rimac automobili, TELE2, Je\*s, Karovačko (Heineken Croatia), Coca-Cola still drinks (Powerade, Burn, Nestea, Cappy), Lufthansa, Unilever (Algida), UPS. Ivan holds a Master's degree in Marketing Communications from Bournemouth University UK.



## KAI PLATSCHKE

Founder and initiator of a new approach to marketing, Happyhappyjoyjoy Berlin

Kai Platschke ( born 1974) has spent 9 years in traditional advertising agencies like Leo Burnett, JWT or Y&R as an account person. After a sabbatical, where he worked as a fitness coach in a hotel on the Maldives for a year, he started his career in digital, spending another 8 years in agencies like Razorfish, MRM or FullSIX and focussed more on strategic planning. Always having a strong entrepreneurial spirit, too, in the same time Kai opened two own agencies, a b-to-b online portal and a bar and has lived in Frankfurt, Paris and Berlin. Today Kai considers himself beyond the question of traditional or digital - in his consulting firm \*happyhappyjoyjoy he helps companies to find relevance and sense in every euro spent.



## EMIL JIMENEZ

CEO/CCO, Passion Communications Prague

Emil Jimenez started working in the communications industry in 1998 as a web designer in NYC. After graduating at Rutgers University with a degree in Psychology he moved to Miami where he continued his education and received a Masters in Creative Communications from Florida International University and the renowned Miami Ad School. Emil has worked for United Bank of Switzerland, Citibank, MTV Latin America, Leo Burnett Budapest, Leo Burnett Prague, Lowe worldwide Prague and opened Passion Communications in 2009. Emil has experience with various clients such as InBev, Unilever, Nestle, CocaCola, Viasat networks, Molson Coors International, Lukoil, Benzina, Hard Rock Café, Provident Financial, Global Payments Europe and Citibank. He has been Chairman of the marketing committee for the American Chamber of Commerce in Prague since 2012, is invited to speak regularly as an expert on marketing within the CEE region to US MBA programs, and sits on the board of various charities.

# AGENDA

- 08.00 - 09.00 *Registration and coffee*
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- 09.00 - 09.45 **EACA Masterclass: The role of storytelling in integrated communications**  
PAUL ARNOLD, Founding Partner and Consultant, Paul Arnold Consulting UK
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- 09.45 - 10.30 **Building social currency requires agile thinking**  
KRIS HOET, Managing Partner Digital and Change Architect, Duval Guillaume  
Modem Antwerpen
- 
- 10.30 - 11.00 *Coffee & networking break*
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- 11.00 - 11.45 **The age of happyhappyjoyjoy**  
KAI PLATSCHKE, Founder and initiator of a new approach to marketing,  
Happyhappyjoyjoy Berlin
- 
- 11.45 - 12.30 **From insight to ignition - Czech brands case studies**  
EMIL JIMENEZ, CEO/CCO, Passion Communications Prague
- 
- 12.30 - 13.30 *Lunch break*
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- 13.30 - 14.15 **Strategic Planner Self-Help Guide**  
IVAN TANIĆ, Strategic Planner, Bruketa&Žinić OM Zagreb
- 
- 14.15 - 15.00 **R&D in advertising - why every agency needs a trojan horse**  
ROBERT DYSELL, Planning Director at ACNE Advertising and R&D and Founder of  
PlannerFed Stockholm
- 
- 15.00 - 15.30 *Coffee & networking break*
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- 15.30 - 16.15 **Kicking up a ComMotion**  
MARK JOHNSON, Managing Director, BrainJuicer Continental Europe
- 
- 16.15 - 17.00 **The future of planning**  
Interactive panel discussion
- 
- 17.30 **Cocktail and party**

# REGISTRATION

REGISTER EARLY AND GET OUR EARLY BIRD DISCOUNT!

Register before 15 Oct 2014 | **EUR 299**

Register after 15 Oct 2014 | **EUR 399**

For group discounts please contact Kristijan Petkoski at kris@unitedcomms.co or +389.76.36.88.46

## DELEGATE DETAILS

Name: .....

Company: .....

Job title: .....

E-mail: .....

Direct Tel: .....

Mobile: .....

Address: .....

Signature and date: .....

## COMPANY DETAILS

Company: .....

Address: .....

Post code: .....

Country: .....

Tel: .....

Fax: .....

## PAYMENT

VISA     Mastercard     Diners

Name on Card: .....

Card Number: .....

Expiry date: .....

CVV/CVC (Last 3 digits): .....

Bank Name: .....

Call Center Phone: .....

## PAYMENT

The payment for conference registration can be made with this form, online or with a bank transfer upon request.

## VENUE AND HOTEL

Hotel Boscolo Prague,  
Autograph Collection® by  
Marriott  
Senovážné náměstí 13  
110 00 Prague 1  
Czech Republic

The conference delegates can take advantage of preferred rates of 110 EUR/night at our host hotel for stays during the event. Please book rooms at preferred rates through the conference website latest by October 3, 2014.

## CANCELLATIONS AND REFUNDS

Cancellations received on or before October 28, 2014, are entitled to a full refund.

## FOR ANY INFORMATION PLEASE CONTACT:

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