



BETTER MARKETING CONFERENCE

Tuesday October 1st, 2024

14:00 - 14:30 **Registration - Coffee**
14:30 - 15:00 **Welcome**



Gregory Antoniadis
President, Hellenic Advertisers Association (SDE)



Ada Gianneskis
President, Organizing Committee

Poll

15:00 - 15:40 **Is Regenerative mindset our biggest opportunity for Better Marketing ?**



Rupen Desai
CMO & Venture Partner Una Terra, Co-Founder The Shed 28

Poll

15:40 - 16:20 **5 steps to Better Marketing**



Stephan Loerke
CEO, WFA

Poll

16:20 - 16:50 **How responsible media investment is more effective in growing your brand and protecting society in a chaotic world**



Jake Dubbins
Co-Chair Conscious Advertising Network, CEO Media Bounty

16:50 - 17:00 **SDE Announcement**



Mariana Kordopati
Vice President, Hellenic Advertisers Association (SDE)

17:00 - 17:40 **Coffee - Networking**
17:40 - 17:50 **Welcome Back**

Poll

17:50 - 18:20 **Empathy at every step of the marketing process**



Jerry Daykin
WFA Ambassador, DEI Author & Media Consultant

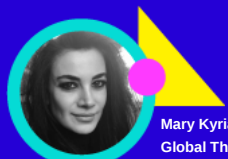
Poll

18:20 - 18:50 **The Fame Game**



Katrina Dodd
Editor at Large, Contagious

18:50 - 19:15 **OMG, Brand perceptions are back! Why is this good news for marketing & our cosmos?**



Mary Kyriakidi
Global Thought Leader, Kantar

19:15 - 20:00 **Never stop learning, lessons from the best**



David Wheldon
WFA President Emeritus, Host of the WFA Better Marketing Pod, with a **Special Guest**

20:00 - 21:00 **Networking Cocktails**

The Conference will be held in English with simultaneous interpretation in Greek sign language

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