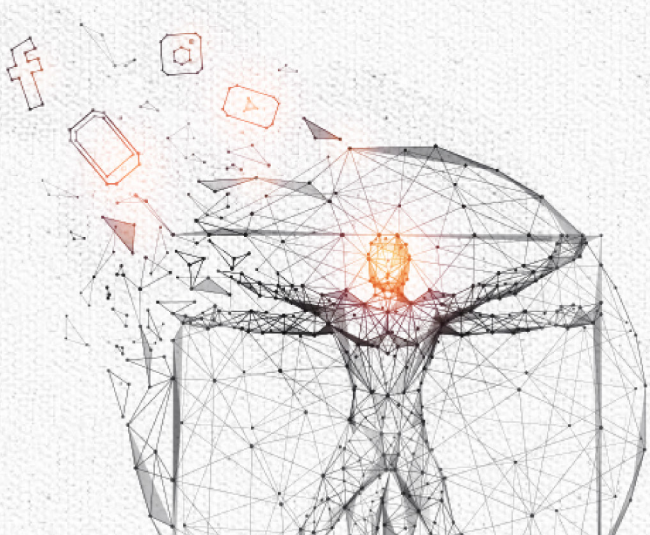


# FESTIVAL DAY



30.05.

9:15

Registration

10:15 – 10:30

Opening: Jovan Stojanović, COO/Managing Director, DIRECT MEDIA United Solutions

10:30 – 11:30

Keynote: Ravid Kuperberg, Partner, Mindscapes: The Story of StoryTeching: How is innovative technology translated into effective storytelling

To start: What is StoryTeching anyway? This is the talk where you'll learn the answer to the question of how technology, data, and brand narratives merged into one in incredibly different and compelling ways. Our guest Ravid Kuperberg of Mindscapes, Israel, one of the Cannes Festival's recurring speakers, reveals everything about how technology became an integral part of the modern brand storytelling in no time at all. The interactive talk will look at key innovative and award-winning campaigns that use effective creative StoryTeching. We'll come up with practical thinking tools geared to direct the mind and lead it to unique application of innovative technology. Ravid told us to expect compelling and entertaining content that crosses the boundary between the digital and the physical, between the online and the offline.

11:30 – 11:45

Coffee break and networking

11:45 – 12:15

Srđan Đurđević, R&D Director, United Group: Innovation in TV

What is the world of innovation associated with the new television age like and how is United Group modernizing the regional market through its innovations, above all the EON set box and application? Using specific analytics, Srđan will showcase the changes in the television viewing habits, as well as how machine learning and artificial intelligence are applied in using analyzed TV content and metadata. What's going on on the global front — primarily in terms of aggregating OTT providers' global content through the Smart Box and singular user experiences?

12:15 – 12:45

Willem Janssen, Director, Head of SSP Sales, BeNeLux/ CEE, FreeWheel A Comcast Company: Who is the original influencer?

A powerful influencer economy has emerged following the rise of social media. In parallel, those same digital technology advancements have enabled TV to rapidly evolve. Willem Janssen will share his perspective on the past, present and future of television and why it remains the most effective platform to reach and influence audiences.

12:45 – 13:45

Snack break

13:45 – 14:15

Key note: Jon Burkhart, Marketing consultant TBC Global, content strategist, and co-author of Newsjacking: Constant Curiosity - How Firecracker Questions Create Memorable Moments?

To paraphrase author Ian Leslie, if you let your curiosity roam free, you'll break all the rules by asking questions no one's thought to ask. Newsflash: most brands don't make these dangerous inquiries. Keynote speaker Jon Burkhart will help you act on your curious urges to create content that POPS like a firecracker. Translation: you'll learn to use varying amounts of Provocation, Originality, Playfulness & Surprise. Ultimately, this type of content will help you better connect with the changing needs of your audience. When you adopt the POPS framework, your content will start with a provocative question that digs deep to uncover the root problem for your audience. Ground this in truth and you'll come up with an original solution that's deeply human, and appeals to our innate need for play or surprise. In this insightful audiovisual show, Jon shows you how brands create these memorable moments. Part stand-up comedy, part investigative report — expect interactive, rapid-fire storytelling with one aim: to help you find new ways to create these memorable moments yourself.

14:15 – 14:45

Vladimir Vulić, management consultant, Digitalizuj.Me Co-Founder, and Spark.me Program Director: New Model of Digitally Transformed Organization

If we have to point the finger at the main culprit for an almost elusive rhythm of changes in business, it would undoubtedly be digital transformation. Today, more than ever, we live in a time when economic, technological and social forces are, in a way, degrading the hierarchy and bureaucracy. Consequently, society and technology change faster than the capacity of many of us to adapt to those changes. Companies that were once innovative, the leaders in the field of creative and ever-living development, flounder and barely survive because their business models, that have been successfully developed and tested for decades, are becoming transcended overnight. They can blame the unstoppable and often merciless technology and its hotbed, such as the Internet and social media which change the habits of young generations in an almost schizophrenic tempo all they want, but none of that is going to contribute to reality which they need to face and which is the only reality that can bring success in the future. Where's the solution, then? Does it even exist in this fickle correlation of success and changes which are coming? In this lecture Vladimir provides the answer and it lies in the urgent need for adjustment to the management revolution – adoption of the new operating system for business will enable the transition to the new network organizational model which promotes openness, teamwork and building relationships.

14:45-15:15

Dragan Bjelogrić, actor, director, and producer: Is Serbia ready for online platforms?

Our celebrated artist — who has dipped his toes into both on-camera and off-camera roles, as well as into the wild waters of producing — will tell us about our exact place on the cinematic art world's production and innovation map. Is Serbia ready for online platforms, what are our viewers like — are they demanding, what are they used to, and what do they expect from new projects? Dragan Bjelogrić lays on his abundant experience candidly, holding nothing back. We'll also talk about patterns or yet differences — what are the components required for a film project to bring results in Serbia and what makes up the content that is most likely to meet the standards of the somewhat cantankerous but loyal regional audience (and how to make it)?

15:15

Graduation ceremony for the Media and Branding module participants