

# JORNADA INTERNACIONAL

**anunciantes**  
Comunicar para crear valor

**efk**  
JORNADA  
INTERNACIONAL

**10 de Octubre**  
09:15h

CAMPUS REPSOL  
Méndez Álvaro, 44  
Madrid

## PROGRAMA

\*Programa sujeto a posibles cambios  
\*\*Aforo limitado

- 09:15** RECEPCIÓN Y ACREDITACIÓN
- 09:45** BIENVENIDA  
**Lidia Sanz.** Directora General, aea
- 09:55** **The Power of Fierce Empathy**  
**David Uribe.** Head of Digital & Performance  
180 Global
- 10:35** **Growth Mindset: The Fundamentals for a Growth Centric Approach to Marketing**  
**Mark Holden.** Chief Strategy Officer  
PHD Worldwide
- 11:15** **Truth to Creative Impact**  
**Fernando Fascioli.** President UK & Europe. Chairman Latin América  
McCann Worldgroup
- 11:45** **Proving, and then making the most out of Effectiveness**  
**Felipe Thomaz.** Associate Professor of Marketing  
University of Oxford
- 12:25** **The Road to Relevance**  
**Ariana Stolarz.** Managing Director, Chief Strategy Officer at Communications  
Accenture Song
- 13:05** CLAUSURA
- 13:15** CÓCTEL/ NETWORKING

Asesoría Estratégica

SCOPEN

Patrono Jornada



Patrocinadores

cmvocento

JCDcaux

JUNGLE

newix media

OMG Omnicom  
MediaGroup

Con el apoyo de

am

ACT

apg | spain

AUTO  
CON  
TROL

bc  
mo

c de c

insights  
analytics  
i+a

Colaborador

