

## Speaker lineup for 2010 Festival of Media

SPAIN: The fourth annual Festival of Media, to be hosted 18 - 20 April 2010 in Valencia, Spain will feature a lineup of business leaders from the global communications and advertising industry. Speakers will address the issues affecting the industry and provide insight into how the marketing industry is evolving.



Brand CMOs will also contribute, sharing their perspective as advertising budget holders.

### **Antonio Lucio, VISA - Credit your partner**

Antonio Lucio, CMO, VISA, will showcase the company's plans for the 2010 World Cup, as well as reveal the results from the recent Winter Olympic marketing efforts in a session entitled "Credit your partner," which will be exploring what makes a great partnership.

### **Scott McCune, Coca-Cola - Connected, consumer-centric marketing**

Scott McCune, VP Integrated Marketing, Coca-Cola will be explaining how Coca-Cola has re-focused on the consumer in order to create effective communications that touch the consumer whenever, and wherever they are. Coca-Cola was challenged to change course by its CEO Muhtar Kent at the company's 2010 Vision summit last year, after he said that they had lost sight of the consumer by focusing too hard on 'the dashboard' of marketing. McCune will explain how this is being achieved in his session "Connected, consumer-centric marketing".

### **Peter Hill, Oman Air - New rules - global brands Of tomorrow**

Peter Hill will be speaking in the session "New rules - global brands Of tomorrow' and informing delegates how the Gulf airline plans to expand its operations. At present Oman Air operates 343 flights a week within a network of 32 destinations in 29 countries out of its primary hub in Muscat and its challenge is to overcome strong competition both locally and in the global market.

### **Christian-Andre Weinberger, Henkel - Life in the carbon economy**

Christian-Andre Weinberger, CMO, Henkel, will be speaking on the subject of sustainability within marketing. The session "Life in the carbon economy" will be exploring how brands can contribute to positive changes that can help to preserve our planet.

### **Khurram Hamid, P&G - Beyond apps...the future of mobile**

Khurram Hamid, group head, Global Strategic Projects, P&G will explain how P&G is planning to use mobile as an integral part of reaching the 'next billion' consumers, most of which will come from emerging markets.

where fixed line communications are scarce. Hamid's insight will be given in the session titled "Beyond apps...the future of mobile".

### **Kevin Joyce, Eastman Kodak - When will we lose the printed page?**

Kevin Joyce, worldwide VP sales and marketing, Digital Solutions, Eastman Kodak will be explaining how the future of the print industry may lie in the ability of the medium to adopt some of the qualities that have made digital media so appealing - including targeting and personalisation. As an expert in the transformation from analogue to digital, Kodak's insights will be invaluable to an industry in need of direction in the session "When will we lose the printed page?".

### **Kester Fielding, Diageo - What is the true value Of media**

Kester Fielding, global procurement director at Diageo will be provide the client perspective in the session focusing on determining the true value of media. He will be joined by a selection of media agency CEOs including Aegis CEO Jerry Buhlmann and Initiative CEO Richard Beaven as well as by Nick Manning, COO of Billetts, the media investment management company.

### **Geert van Kuyck, Philips - Is this the end of the broadcaster brand?**

Geert van Kuyck, CMO, Philips will be taking part in a debate over the future of content brands vs. broadcaster brands in the session "Is this the end of the broadcaster brand?" The session will focus on the rise of content brands and what this means for broadcasters as brands integrate themselves further into the content and then spread that content across multiple platforms.

### **Enrique Ruiz de Lera, Kingdom of Spain - Turespana in a tough tourism market**

Enrique Ruiz de Lera, marketing and commercial director for the Kingdom of Spain, will be explaining how Turespana is attracting visitors to the country and how Spain is promoting its image around the world in a tough tourism market.

#### **Other speakers featured include:**

- Dominic Proctor, CEO, Mindshare
- Jerry Buhlmann, CEO, Aegis
- Mainardo de Nardis, CEO, OMD
- Maria Luisa Francoli, CEO, MPG
- Mike Cooper, CEO, PHD

For more information, go to [www.festivalofmedia.com](http://www.festivalofmedia.com).

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