

MARKETING 2008 - "RESET-RETHINK-RECREATE"

December 10th

Begins	Ends	Duration	Program	Title	Speaker	Room
08:45	09:15	00:30	Opening Speeches		Tanyer Sönmezer - Ziya Akkurt - Serpil Timuray	Anadolu Auditorium
09:15	10:15	01:00	Keynote session	Marketing's New Reality: Death by Word-of-Mouth	Don Peppers / PRG	Anadolu Auditorium
10:15	11:00	00:45	Coffee break			Fuaye
11:00	12:00	01:00	Keynote session	Taking Marketing Research Into The Realm Of Consultancy: The Brand Value Creator™	Jan Hofmeyr / SYNOVATE	Anadolu Auditorium
12:00	13:15	01:15	Lunch			Askeri müze
13:15	14:00	00:45	Parallel sessions (1st period)			
				Redesign doesn't only mean to change your product, it also means change in you	Jacek Utiko	Anadolu Auditorium
				Outcome-Driven Marketing – rethinking what customers want	Serguisz Sawin - Kuba Karlinski / INNOVATIKA	Marmara
				When customer analytics becomes the killer application: Leading your organization by the hand to the best customer opportunities	Ozan Bayülgen / PRG	Topkapı A
					AKBANK OTURUM	
				Digital Marketing Forum	Project House	Galata
14:00	14:15	00:15	room change			
14:15	15:00	00:45	Parallel sessions (2nd period)			
				Outcome-Driven Marketing – rethinking what customers want (continue)	Serguisz Sawin - Kuba Karlinski / INNOVATIKA	Marmara
				Youth 2.0	Serhat Gürcü / YOUTH REPUBLIC, Ali Muharremoğlu - Tülin Turanlı Lehy / SYNOVATE	
				Facebook of Kale Ecosystem	Ayşen Uz Güner / KALESERAMİK - Dr. Hakan Tetik / DATAPORT	
				How can you really improve your customers' value in pharma industry?	Martin Forster / PRG	Haliç
				Digital Marketing Forum	Project House	Galata
15:00	15:30	00:30	Coffee break			Fuaye
15:30	16:15	00:45	Parallel sessions (3rd period)			
				customers' value in pharma industry? (continue)	Martin Forster / PRG	Haliç
					Burçin Ergünt / PING	
					Kadircan Erkıralp / TEKNOSA	
16:15	16:30	00:15	Room change			
16:30	17:30	01:00	Keynote session	Welcome to the Experience Economy	Joe Pine / STRATEGIC HORIZONS	Anadolu Auditorium
17:30	18:30	01:00	Keynote session	The Eye of the Dragon – 2009 Edition	Sophie Romet / DRAGON ROUGE	Anadolu Auditorium
18:30	18:45	00:15	Power sofa ve kapanış		Magnus Lindkvist / PATTERN RECOGNITION	Anadolu Auditorium

December 11th

Begins	Ends	Duration	Program	Title	Speaker	Room
09:00	09:45	00:45	Opening and Magnus Lindkvist			Anadolu Auditorium

09:45	10:45	01:00	Keynote session	Reset our assumptions: Playing with Emerging Rules	Steve Barnett	Anadolu Auditorium
10:45	11:30	00:45	Coffee break			Fuaye
11:30	12:45	01:15	Panel session	10 Most Successful Turkish Marketers	Tanyer Sönmezer moderatör	Anadolu Auditorium
12:45	14:00	01:15	Lunch			Askeri müze
14:00	14:45	00:45	Parallel sessions (1st period)			
				Outcome-Driven Marketing – rethinking what customers want	Serguisz Sawin - Kuba Karlinski / INNOVATIKA	Marmara
				Marketing in the Social Network Era	Özgür Alaz	
				A World's First	Pınar Massena / Back-Up	Topkapı A
				CHANGING CONSUMER; Different Consumer Typologies Under the Light of Qualitative and Quantitative Findings	Burçak Gökbayrak - Zeynep Kırımlı / GfK	Topkapı B
				Digital Marketing Forum	Project House	Galata
14:45	15:00	00:15	Room change			
15:00	15:45	00:45	Parallel sessions (2nd period)			
				Excellence in Customer Experience in Financial Corporations	Gökhan Gümüşlü - Yücel Ersöz / PRG	Haliç
				Outcome-Driven Marketing – rethinking what customers want (continue)	Serguisz Sawin - Kuba Karlinski / INNOVATIKA	Marmara
				Partner development program	Afirmative / Microsoft / MCT	Topkapı A
				Youth and guerilla marketing	Andre Rabanea / TORKE GUERILLA , Özlem Karakurt - Utku Yasavul / YOUTH REPUBLIC	Topkapı B
				Digital Marketing Forum	Project House	Galata
15:45	16:15	00:30	Coffee break			Fuaye
16:15	17:00	00:45	Parallel sessions (3rd period)			
				Excellence in Customer Experience in Financial Corporations (continue)	Gökhan Gümüşlü - Yücel Ersöz / PRG	Haliç
					Murat Duran / RITZ CARLTON	Topkapı A
					VODAFONE OTURUM	
					PING	
17:00	17:15	00:15	Room change			
17:15	18:15	01:00	Keynote session	Re-energize! How to compete beyond competencies	Jonas Ridderstrale	Anadolu Auditorium
18:15	18:30	00:15	Power sofa ve kapanış		Magnus Lindkvist	Anadolu Auditorium

