

Day 1

SEPTEMBER 8

09:00 – 10:00

Registration of participants, welcome coffee

10:00 – 11:30

**OPENNING**

Moderator

**Mikhail Khomich**, Head of the Association of mentors, business school SKOLKOVO

**Topics for discussion:**

- The Development of Event-marketing in Russia and worldwide.
- The impact of mega-events on business and economic development.
- The role of events in the formation of the comfortable living environment and the positive image of the city.

Speakers

**Tatiana Anisimova**, CEO, Moscow Convention and Exhibition Bureau

**Slava Khodko**, Head of Project Development Directorate, The Roscongress Foundation

**Anton Kuklin**, Head of Strategic Marketing, Alfa Bank

**Olga Podoinitsyna**, Member of the Board, VTB Capital

**Maarten Schram**, Managing Director at IDEA; Founder, Chairman, LiveCom Alliance

11:30 – 12:00

Coffee-break

## EVENT BOARD

The panel dedicated to the development of the entertaining events market

## CONFERENCE BOARD

The panel dedicated to the development of the business events market

12:00 – 14:00

### Session 1.1. BestCase Show

*Best practice. The best cases and international experience of the 2015/2016*

Moderators

**Aleksandr Shumovich**, Partner, Eventum Premo

**Andrey Torianik**, CEO, Communication Company «IQ Pro»

Speakers

**Olesya Andreevskaya**, Manager of special events, Mary Kay Russia

**Mikhail Chernyshev**, Marketing Director, Vkontakte

**Varvara Khmelkova**, Head of Sponsorship, Megafon; MegafonLive festival

**Victor Neyndorff**, Creative & Strategy Partner at MOVE People & Experience Marketing

**Patrick Roubroeks**, Founder and Creative Director, Xsaga

### Session 1.2. The evolution of the business events market

Moderator

**Irina Mitrofanova**, Director, RBC

**Topics for discussion:**

- Russian conference market analyses: new reality opportunities
- The anti-crisis strategys and event organizers experience: how did the economic situation reflected in the market of business events.
- Evolution: the transformation of business event formats.

Speakers

**Alexey Filatov**, the Chairman of the Board of Directors, BBCG

**Stepan Maltsev**, Captain, Quorum

**Olga Orechnikova**, Conference Department Head, Vedomosti daily and The Moscow Times

**Svetlana Smolnyakova**, CEO, CFO Russia

*Dialogue with partners: how did the sponsors' expectations change? What kinds of projects are the sponsors interested in? What aims do the sponsors pursue supporting different events today?*

Speakers

**Igor Larin**, Analytics Marketing Leader, IBM

**Svetlana Papaeva**, Director, CIS Brand, Marketing and Communications Leader, EY

14:00 – 15:00

Lunch

15:00 – 16:30

**Session 2.1.**  
**BestCreative Show**

*Best experience in organizing corporate events and the most creative solutions and concepts of 2015/2016 period.*

Moderators

**Aleksandr Shumovich**, Partner, Eventum Premo

**Andrey Torianik**, CEO, Communication Company «IQ Pro»

Speakers

**Ilya Balakin**, Art Director, Sila Sveta

**Anastasia Lander**, Senior PR manager, Unilever

**Anastasia Makarkina**, Head of Marketing Communications and Dealer Marketing, Renault in Russia

**David Fischette**, President, CEO& Chief Creative, Go West Creative

**Christopher Werth**, Director Strategy and Concept, VOK DAMS Agency for Events and Live Marketing

**Session 2.2. Conference CaseShow.**  
**The evolution of corporate business events**

*The best corporate practices in the organization of their own business events.*

Moderator

**Natalia Kochneva**, Expert (ex-Head of Sponsorship and Events, Sberbank of Russia)

**Topics for discussion:**

- How have the content and format of corporate events evolved?
- How do business tasks that companies fulfill through event organizing change?
- What are the foreground requirements for service providers today?

Speakers

**Denis Klementiev**, Head of special projects, Orange Business Services

**Dmitry Mitsuk**, Head of Brand & Communications, Metro Cash and Carry

**Veronika Nikitina**, Marketing Director, Center for real estate from Sberbank

**Galina Panina**, PR&GR Director, Leroy Merlin Russia

**Irina Uzikova**, Industry Marketing Manager, SAP CIS; Producer, SAP Forum

16:30 – 17:00

Coffee-break

17:00 – 18:00

**Foresight session “The Future of Event Markets”**  
**Panel discussion – brainstorming**

Moderator

**Igor Polonskiy**, General Director, Director's Cut

**Topics for discussion:**

- Main tendencies: what will happen to the event markets tomorrow and in the nearest future?
- How do technologies develop in event markets? What are the tools that no project can do without tomorrow?
- How do different formats of the events evolve and which formats are the most popular?
- What can Russian event specialists take from the foreign experience?

Speakers

**Kevin Jackson**, Director of Ideas and Innovation, The Experience is the Marketing; ex-President, ILEA UK (ISES UK), editor of the European Live Communication Magazine (United Kingdom)

**Andrey Egorov**, TEDx Ambassador to Russia; TEDxMoscow and TEDxSkolkovo Organizer; CEO, Open University Skolkovo

**Aleksandr Obishchenko**, Head of Corporate Relations and Events, LUKOIL

**Yuriy Sochnev**, Marketing Communication Director, World Wildlife Fund (WWF)

19:00

**Live Venues Award**  
First Prize of Russia Expert areas

Day 2

SEPTEMBER 9

09:00 – 10:00

**Participants registration, welcome coffee**

10:00 – 11:30

**EventTrend Show.**

**Leaders and trend-setters. Best international experience**

Moderator

**Igor Polonskiy**, General Director, Director's Cut

**Topics for discussion:**

- The best international experience of the key players in the world event industry.
- What are the today's trends and what will be on the top tomorrow?
- The power of emotions. Projects that conquered the world.  
*(Case studies of the winners of the international festival EuBea).*

Speakers

**Kevin Jackson**, Director of Ideas and Innovation, The Experience is the Marketing; ex-President, ILEA UK (ISES UK), editor of the European Live Communication Magazine (United Kingdom)

**Salvatore Sagone**, President, EuBea Festival

**Conference Research and Development  
Master Class for producers and conference  
program leaders**

Moderator

**Stepan Maltsev**, Captain, Quorum

- How to produce an incredible conference: from research to the program.
- How to find a new topic with high potential?
- How to double the number of successful start-ups and create conferences that sell themselves.

11:30 – 12:00

**Coffee-break**

12:00 – 13:30

**Service-Techno Show**

**Session-show about everything that can help you to  
improve your event**

*Everything you can buy or rent. Reviews and discussions.*

Moderator

**Eugene Doljnenco**, CEO, Upjet Travel Group

- The platform-project for event organizers.
- The best technical solutions and applications for events.

**Conference Research and Development  
Master Class for producers and conference program  
leaders**

Moderator

**Stepan Maltsev**, Captain, Quorum

- Express assessment of topic risks and potential – is it worth it?
- How to start a research and how to identify the audience?
- Research tools and their efficient use.
- How to speed up a research?



- The best gadgets and unique equipment for events
- The best services for event organizers.

Speakers

**Maxim Bauer**, Creative Director, Arlecchino group

**Ruslan Demyanenko**, CEO, Eventicious.ru

**Pavel Popov**, Founder, Promobot.Moscow/**Patriot**, the Robot, Promobot.Moscow

**Victoria Shchechka**, General Director, ART Polymedia

**Anton Usachev**, General Director, Outdoor Lasers

- How to apply a research to reality?
- Secrets of a hot interview.
- Rules for creating a successful conference.

13:30 – 14:30

Lunch

14:30 – 15:30

**EventTrend Show**

**People and projects that inspire us – the best Russian experience**

Moderator

**Aleksandr Shumovich**, Partner, Eventum Premo

**Topics for discussion:**

- How new brilliant ideas and events are born?
- Content vs creativity: how does developing and enhancing audio-visual effects influence the content of the projects?
- Soul and other components of a successful project

Speakers

**Andrey Kolesnikov**, the Chief Editor, Russian pioneer

**Sergey Kuznetsov**, Co-founder, Claustrophobia

**Fedor Elyutin**, Impresario, «A Game of You»

15:30 – 16:00

Coffee-break

16:00 – 18:00

**EffectUP ! Conference-discussion on how to increase the effectiveness in event business**

16:00 – 17:00

**Master Show “Everything you need to know about ROI”.  
How to make the event as effective as possible**

**Victor Neyndorff**, Creative & Strategy Partner at MOVE People & Experience Marketing

An experienced trainer and speaker on content strategy, client relationships, creativity, change management and ROI. Works for clients like Heineken International, Google, Nintendo, Ebay, Adobe, Kentucky Fried Chicken, YouTube and others. The winner of several creativity and effectiveness awards.

17:00 – 18:00

*The dialogue between project customers and contractors, which helps to raise the level of openness and transparency in the Russian business environment and create common practices and approaches to project evaluation. The event has an unusual format: the combination of a discussion panel with entertainment elements.*

- **Efficiency.** How companies assess the efficiency of events. Systems, methodologies, and application of assessing.
- **Budget vs creativity.** When can low-budget events be a matter of pride? When should agencies/clients be changed to avoid the stagnation of ideas and the “burning out” of employees? To what extent is it acceptable and reasonable to reduce agency commission?
- **Tender.** What is a sufficient reason for an agency to refuse to participate in a tender? What are the main criteria for a customer not to reject a company's application for a tender? Changes in the technical specification during a tendering procedure.
- **Life hacking.** Tips for beginner agencies entering a big market. Tips for Customers starting a big project.

18:00 –

**Evening cocktail with panoramic views of Moscow**

