

BROCHURE

#adconfcy

20 years celebration

ADVERTISING MARKETING & COMMUNICATION CONFERENCE



AI

DIGITAL MEDIA

ADVERTISING

COMMUNICATION, MARKETING

CREATIVITY REDEFINED

THE TECH ERA IN COMMUNICATION

TRENDS IN PR / MARKETING

- SOCIAL MEDIA
- BRAND BUILDING
- HABITS OF MARKETERS OF THE FUTURE

5 THEMATIC SESSIONS:

- The Leaders' Stage
- The Marketing and Brands Stage
- The Media & New Media Stage
- The Advertising, PR and Creativity Stage
- The Digital, Social Media, Data and Technology Stage

Friday, 30 June 2023 | K-Cineplex Nicosia Prime (Strovolos)

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Organiser



INTRODUCTION

The Advertising, Marketing and Communication Conference marks its 20th anniversary in 2023, and 20th year as the largest congregation of professionals in the advertising, marketing, media, and communications sector in Cyprus. In 2023, the conference will have a celebratory tone, while aiming to inform and facilitate the development of knowledge, exchange of experiences, and discussion surrounding important issues concerning the wider communications sector.

5 THEMATIC SESSIONS

The conference will be divided in the following 5 thematic sessions

1. The Leaders' Stage
2. The Advertising, PR, Creativity Stage
3. The Marketing, Brands and Consumer Stage
4. The Media & New Media Stage
5. The Digital, Social Media, Data and Technology Stage

TARGET AUDIENCE

The conference is addressed to Marketing Managers and Executives, Brand Managers, Digital Managers, Sales Directors, CEOs, General Managers, Communication and Public Relations Heads, and Top Executives at businesses and organisations from every area of economic activity. It is also of interest to Advertising Agency Executives, the Media, and Media Consultants.

EVENT DETAILS

- 📅 Friday, 30 June 2023
- 🕒 08:30
- 📍 K-Cineplex Nicosia Prime (Strovolos)
- 🗣️ Language: Greek and English

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PRELIMINARY THEMATOLOGY (1ST ANNOUNCEMENT)

During the event, the conference will be divided into five distinct thematic “Stages,” each with a unique color that will be used in all conference communication. This structural approach will ensure attendees are aware of which stage they are attending and create an organized and coherent experience for all.



A. THE LEADERS' STAGE

Distinguished speakers from abroad and established professionals in the advertising, marketing, and communication industry will share their insights on the latest trends and strategies at The Leaders' Stage. Attendees can expect to gain valuable knowledge and ideas covering a wide range of topics, such as digital marketing, branding, content creation, creating and monetizing social content. This stage presents an excellent opportunity for individuals interested in staying up-to-date with the latest industry developments while learning from leading experts.



› THE 8 HABITS OF MARKETERS OF THE FUTURE

Paraphrasing one of the greats, “We are what we repeatedly do. Being Ahead, then, is not an act, but a habit.” - This will not be another AI presentation; it will be a distillation of what makes some marketers the marketers of the future.

Antonis Kocheilas, Global CEO, Ogilvy Advertising, Ogilvy, UK



› BUILDING PURPOSE-DRIVEN BRANDS IN THE WEB3 ERA

Why it matters: This keynote deck demonstrates the agency's commitment to developing purpose-driven strategies that resonate with conscious consumers and create a positive impact on society.

Arnt Eriksen, Chief Strategy Officer, Founder (Creative Alchemist, ChangeMaker), Marketing at Heart



B. THE ADVERTISING, PR, CREATIVITY STAGE

At The Advertising, PR, and Creativity Stage, participants will have the opportunity to delve into the most recent advancements and patterns in advertising and public relations. The stage will feature a panel discussion with CEOs from leading advertising firms, offering valuable insights into the industry's latest trends and practices. Additionally, attendees can expect to learn about the latest developments in creativity and brand building.



› FEED THE NEED FOR CREATIVE THINKING SPEED

Our mind is an infinite dark room filled with amazing ideas, just lying there unseen waiting to be discovered. But why move around in darkness? What if there was a simple practical method for structuring how we operate our creative thinking? Guiding us to unconventional creative destinations in a faster more efficient manner. This talk will suggest such a method, based on decoding recurring thinking patterns embedded in award winning ideas.

Ravid Kuperberg, Partner & Trainer at Mindscapes



› PR REIMAGINED:

With the evolution of culture and technology, PR has also been re-shaped. Traditional tools and channels are no longer enough or relevant to the message we want to spread and the audience we want to reach. Now it's all about engagement and two-way communication. It's a new, exciting, yet, challenging ride for PR professionals who want to see their brand stand out and be the talk of the town.

Anna Kechaidou, Head of PR, Influencer Marketing & Digital Publishing for South East Europe, adidas

› PANEL DISCUSSION: KEEPING YOUR EYES OPEN 24/7

The Public Relations industry has evolved and changed dramatically since the dot-com boom. Today's PR professionals face challenges, including an ultra-fast news cycle, round-the-clock media coverage, and reputation threats in every corner of the internet/social media.

- What are the today's top challenges of PR?
- How a company can deal with them with the help of a well-equipped PR team?
- Crisis Management in the Age of Social Media

C. THE MARKETING, BRANDS AND CONSUMER STAGE

The Marketing, Brands and Consumer Stage is designed to offer a comprehensive exploration of the latest trends and insights in the world of marketing, brands, and consumers. This stage will feature expert speakers who will delve into the topics of Marketing Megatrends, trends in budget allocation for top spending clients, and brand building strategies used by international brands. Attendees can also expect to gain valuable knowledge on market research related to Gen Z consumers and insights on the behavior of millennial consumers. Whether you're a Marketing Manager or Brand Manager, this stage is a must-attend event for anyone looking to stay ahead of the curve in this rapidly evolving industry.

▶ PANEL DISCUSSION: THE FUTURE OF BRANDS IN A CONNECTED WORLD

Catching up in times of major disruptions and the acceleration that resulted from the global pandemic and the war in Ukraine, businesses are looking ahead into radical uncertainty, with an economy slowing down and complex geopolitics.

- How are brands working to use this moment to transform and why they believe now is the time to unlock it?
- How can they unlock growth through new customers, new moments, and new routes to market?
- How is the role of brands in the world evolving? What are brands doing to connect with people differently, and why is it valuable?
- What are the dynamics driving consumer choice and brand growth?

▶ PANEL DISCUSSION: MARKETING MODELS AND FUTURE WAYS OF WORKING

The evolving marketing model and the key changes Marketing Managers are leading for to put customer at the heart. However, to enable these evolving models to work, how people work together in a way that energises them is the most critical element to get right. Marketing Managers are sharing their experience

- Challenges & best practice marketing models
- Putting customers at the heart of marketing
- Linking wellbeing to commercial performance

D. THE MEDIA AND NEW MEDIA STAGE

The Media & New Media Stage is the place to be for those interested in the latest media trends and developments. Attendees can expect to hear from keynote speakers from abroad who will share their insights on the topic. In addition, there will be panel discussions featuring experts from TV, radio, digital media, and social media in Cyprus. The panels will provide an opportunity to learn about the industry from a local perspective and gain valuable knowledge and ideas from established professionals. Whether you're interested in traditional media or the latest social media platforms, this stage has something for everyone.

▶ MEDIA REDEFINED: INSIGHTS AND EXPECTATIONS FROM MEDIA EXECUTIVES

Media executives share their expectations for the future of advertising and suggest ways on how media companies and advertisers can be more flexible and adaptable in the face of rapidly changing consumer behavior and technology. Can the industry continue to innovate and remain relevant in a highly competitive landscape?

- What's next for television?
- How can Radio remain relevant in the new age?
- Has digital advertising found its path?

▶ PANEL DISCUSSION: EMPOWERING TRADITIONAL MEDIA- WILL YOU SURVIVE OR THRIVE?

Streaming and smart screens are now firmly entrenched in people's viewing habits. But never before has there been such a wide option of brands, services, media, and ways to watch. With so many choices available and increasingly data-driven ways to serve viewers, this is a time of great change for media.

- What are the challenges that traditional media are facing?
- How they can evolve and be creative?
- Exploring ways to gain attention and engage with the audience

E. THE DIGITAL, SOCIAL MEDIA, DATA AND TECHNOLOGY STAGE

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The Digital, Social Media, Data, and Technology Stage is dedicated to exploring the latest developments in digital media and emerging technologies. The stage will provide valuable insights on the impact of technology on the marketing industry and how brands can stay ahead. Attendees will learn about the latest digital marketing trends and strategies, with a particular focus on maximizing engagement and conversion on social media platforms. The stage will feature discussions on technology megatrends, making it a must-attend conference for anyone interested in staying up-to-date with the latest digital marketing developments.



› FACEBOOK AND INSTAGRAM ADS, NEWS AND TIPS TO SKYROCKET YOUR PERFORMANCES

During the last year the Meta environment has embraced AI massively and many features have been added in order to increase performances and make easier the campaign creation process. In this panel we'll cover the most important Facebook and Instagram Ads news and features - with real examples! - and how to integrate them in your marketing strategy.

Veronica Gentili, Social Media Expert / Digital Entrepreneur, Veronica Gentili Academy

› PANEL DISCUSSION: THE POWER OF TECHNOLOGY- EMPOWERING THE NEXT GENERATION

In an era of digital technology, companies need to adapt to the new business environment with digital technology. The usage of digital platforms and big data have largely changed the ways company's markets. With such an influence, it is important to understand how digital platforms and big data can influence companies' marketing strategies.

- Data, Analytics & Personalization
- Automation, Optimization & Campaign Management
- Content: Creation, Management & Advertising
- The Future of Digital Marketing



Panelists:

Christina Rousou, New Business & Digital Strategy Director, Orb Communications



SPEAKERS



ANTONIS KOCHEILAS

Global CEO, Ogilvy Advertising, Ogilvy, UK

Antonis Kocheilas is currently the Global CEO of Ogilvy Advertising. In this role, he is serving on the executive leadership team of Ogilvy WW with the sole responsibility to harness Ogilvy's capabilities in advertising, branding, and content creation for the growth of brands and businesses under Ogilvy's stewardship. Antonis has 20+ yrs. of experience across leader and challenger brands in industries including CPG, Tech, Telco and Retail and he has delivered extraordinarily work for clients, as evidenced by 21 Effie (Marketing Effectiveness Awards) and 23 Cannes Lions (Creative Awards) including a Grand Prix in 2018. He is a global marketer with a deep understanding of how brands grow. A Big-picture thinker that loves crafting wholistic strategies; ones that deliver world-class Comms, help galvanise stakeholders and ultimately drive business growth across time horizons. Antonis holds an MBA from Cardiff University in UK and a BSc. in International Management from the American College of Greece.



ARNT ERIKSEN

Chief Strategy Officer, Founder (Creative Alchemist, ChangeMaker), Marketing at Heart

Arnt Eriksen is a global change maker skilled at enhancing brand equity in competitive industries. He has driven profitable growth in luxury, lifestyle, retail and fintech verticals across the Nordics, Europe, North America and the UK. Arnt combines strategic thinking with innovative narratives to solve complex problems and develop disruptive holistic marketing plans. He has worked with amazing brands like Google, American Express, PayPal and the United Nations. Arnt thrives on commercial challenges that bridge creative and analytical thinking and is passionately convinced that brands today compete more with culture than with their competitors.



RAVID KUPERBERG

Partner & Trainer at Mindscapes

Ravid is a structured creative thinking trainer in the field of brand communications, working with numerous advertising agencies and brands around the world. He is a former advertising professional with a rich background in both strategic planning and creative direction roles, helping him gain a unique perspective about creative thinking. He is a frequent speaker at marketing conferences and advertising festivals, including recurring appearances at the prestigious Cannes Lions festival. 49 Cannes Lions, including 3 Grand Prix, have been awarded to Mindscapes trained agencies using their structured creative thinking tools.



ANNA KECHAIDOU

Head of PR, Influencer Marketing & Digital Publishing for South East Europe, adidas

Experienced, self-driven marketing professional with a 10+ years proven track record of designing the right go-to marketing & comms strategy, while developing successful and awarded integrated marketing solutions, including, but not limited to, events management, activations, agency management, digital publishing, influencer management, media relations, content creation and people management in 5 countries of South East Europe (SEE). A strong advocate of storytelling in building campaigns & messages and creating experiences. Passionate in achieving outstanding results and leading by example. Perfectionist, multi-tasking lover, with a creative and an impossible-is-nothing mindset.



VERONICA GENTILI

Social Media Expert / Digital Entrepreneur, Veronica Gentili Academy

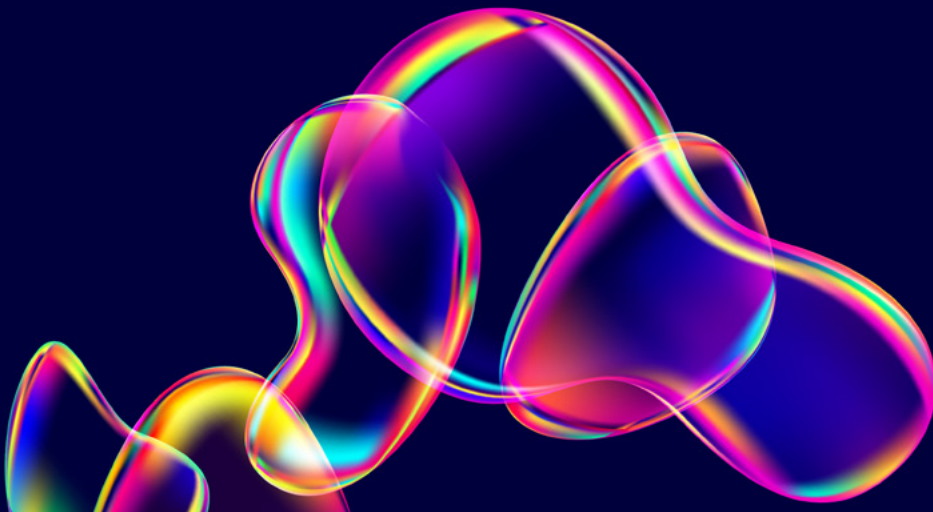
Veronica is a Social Media Marketing and Ads Expert with more than 11 years' experience, listed among the 50 Worldwide AdTech Influencers by AdTechWeekly. She has been working for years for Hootsuite and AdEspresso as an international Ads Consultant and managed/supervised millions dollars spent in Meta Advertising. Through the Veronica Gentili Academy and offline she trained +10.000 entrepreneurs and digital marketers to gain more leads and sales with Facebook and Instagram.



CHRISTINA ROUSOU

New Business & Digital Strategy Director, Orb Communications

Started her business studies at the University of Leicester and took a master's in Marketing strategy & innovation at the Cass Business School of London. Set off her career as a business development manager where travelling and international relationship management was a key starting point of her career. In 2017, she enters the advertising world, where she developed her digital marketing skills. Currently, as a New Business & digital strategy director at Orb communications, she provides strategic thinking for the company's portfolio of brands and new business projects and, is actively involved in the development of the company's digital product-offering.



ORGANISER



IMH is a leading Corporate Events, Media, Business Intelligence and Networking organisation with a vast annual agenda of over 200 conferences, business forums, exhibitions, investment summits, client events and business awards ceremonies. Organised by IMH in Cyprus and abroad, these are considered to be Cyprus' largest business and professional networking platforms. Our Business Media Department publishes Cyprus' two most popular monthly business magazines– IN Business and GOLD –and two digital media platforms, IN Business News and CBN (Cyprus Business News) with their Daily Newsletters providing executives with news and updates on the local business and economic landscape, in Greek and English respectively. Our Consumer Media Department operates REPORTER, one of the country's most popular news portals, as well as SUPER FM, Cyprus' Number 1 Greek music radio station. IMH also participates in Cyprus Government, EU and other international organisations' projects and programmes. www.imhbusiness.com

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ImarComms is the first company that specializes in all fields of Interactive Marketing Communications in Cyprus bringing over a decade of experience in online marketing strategies and digital advertising campaigns. ImarComms specializes on E-commerce Strategy, Social Media Management & Content Marketing, Digital Advertising and Mobile Marketing among others. ImarComms has been awarded with the internationally recognizable Marketing Excellence Award for the Best Interactive Campaign of the year, and is also the creator of 'The I Report' – the first interactive tool to report online sales and internet consumer behavior on a regular basis. ImarComms is a Global Partner of the Digital Marketing Institute offering its full deck of Professional Programs and Global Certifications in classroom and online modes around the globe.

webarts.

Webarts is a full-service Digital Marketing agency based in Cyprus, operating since 2008. With an impressive track record and a client-centric approach, Webarts stands out as the preferred choice for comprehensive digital marketing, social media, and website design services. Webarts mission is to empower businesses with performance-driven marketing solutions that drive growth and success. With over a decade of expertise and commitment to delivering meaningful marketing strategies tailored to meet clients' unique needs. Webarts has a dedicated team of 25 members serving a diverse clientele of over 200 customers, including renowned brands such as Medohemie, Eureka, Radisson, UOL, ACS, Cyfield, Peletico, Elysee, and many more.

WITH THE SUPPORT OF



The Cyprus Advertisers' Association (CAA) is a non-profit body representing advertisers in Cyprus. Its members operate in a variety of business sectors – FMCG, telecommunications, finance, retail, etc. A member of the World Federation of Advertisers since 2004, CAA invests significant time and effort to address three important issues: responsible marketing through industry self-regulation, provision of training for the members and ensuring access to audited and robust media research data.



The Cyprus Communication Agencies Association is a non-profit company representing advertising and communication agencies in Cyprus. Founded in 1982, the CCAA has been a member of the European Association of Communications Agencies since 1990. The Board of the association aims to enhance its cooperation with governmental and other industry bodies, to enlarge the membership base, to provide quality services to member agencies and to have a stronger voice and role in various fora relating to market and media research.

The Cyprus Online Publishers Association was founded in May 2016. It consists of 11 Publishing Groups, which operate in online media. COPA's manifesto is to create a trustful and transparent environment in the online Media market, implement the Code of Ethics among its members, establish an independent and uniform mechanism for auditing, and certify the traffic of all its members' sites. Ultimately, COPA's vision is to substantially contribute towards the enhancement, upgrading and development of online Media in Cyprus.

COMMUNICATIONS SPONSORS



Since its first day of operation in April 2016, ALPHA Television Cyprus has been implementing and maintaining a high level of quality both in production and operation mode. By choosing Alpha Cyprus, the viewer can watch the biggest TV names from Cyprus and Greece as well as informative and entertaining productions high in quality and presentation. Strategically, ALPHA Cyprus continues to invest and create content by setting high goals on the three key pillars of news, entertainment and fiction, with a strong emphasis on quality and variety in content.



CBN is a new English-language business and investment portal, which aims to become the leading daily source of business and financial news and information in English for professionals in Cyprus and beyond. Its team of experienced journalists will provide factual, objective, trustworthy and up-to-the-minute online content for the portal, its accompanying app and daily newsletter. For every Cyprus-based English-speaking professional involved in any of the island's broad range of business sectors, from Shipping, Financial Services and Commerce to ICT, Gaming, Media, Insurance and more, CBN will be the go-to business news portal. It will also serve as the global gateway to up-to-date information on opportunities for investment in Cyprus.
www.cbn.com.cy



GOLD was first published in 2011 as the first monthly English-language magazine in Cyprus. Today, it not only consistently promotes good business practices but has a unique and valuable readership, comprising High Net Worth Individuals, executives of international companies, and English-speaking Cypriot and non-Cypriot businessmen and women.
www.golnews.com.cy



As the flagship publication within IMH's media brands, IN Business magazine, has a 16-year history, during which thousands of examples of good business practices by businesses and businesspeople, brands, commercial practices and developments have been showcased. The aim of IN Business was – and continues to be – the promotion of good Cypriot business. www.inbusinessnews.com



REPORTER has made a splash in Cyprus' digital media thanks to its combination of news and reporting the latest developments through its own exclusive brand of human-centered and social reporting. Its team of Journalists within A very short period of time made it the third most viewed news Portal in Cyprus.



Owned and regulated by IMH, Super FM has been on air since 1998, broadcasting from Nicosia. It's the first music radio of Cyprus and still the one that plays the freshest tracks listeners love. With live radio shows and perfect playlists which specialize in contemporary Greek mainstream music, Super celebrates music with its annual Super Music Awards ceremony.

Booking Form

20th Advertising, Marketing & Communication Conference

Friday, 30 June 2023 | 08:30 | K-Cineplex Nicosia Prime (Strovolos)

(REGISTRATION DEADLINE: Wednesday, 28 June 2023)

EASY WAYS TO REGISTER

✉ E-mail: events@imhbusiness.com

☎ Fax: +357 22 679820

🌐 Website: www.imhbusiness.com

REGISTRATION DEADLINE PAYMENT

Participation fees must be paid in advance by Wednesday, 28 April 2023

WHAT DO THE FEES INCLUDE?

Participation fee per person includes registration, a coffee break, networking cocktail and documentation.

PARTICIPANT INFORMATION

Company / Organisation:

Address:

City:

Postal Code:

Telephone:

Fax:

E-mail:

Website:

Invoice Information (if different from above):

1st PARTICIPATION

Mr Mrs

Name:

Job Title:

Mobile:

E-mail:

Please specify if you belong to any of the supporting organisations (kindly refer below):

Member ID (where applicable):

2nd PARTICIPATION

Mr Mrs

Name:

Job Title:

Mobile:

E-mail:

Please specify if you belong to any of the supporting organisations (kindly refer below):

Member ID (where applicable):

3rd PARTICIPATION

Mr Mrs

Name:

Job Title:

Mobile:

E-mail:

Please specify if you belong to any of the supporting organisations (kindly refer below):

Member ID (where applicable):

4th PARTICIPATION

Mr Mrs

Name:

Job Title:

Mobile:

E-mail:

Please specify if you belong to any of the supporting organisations (kindly refer below):

Member ID (where applicable):

For more information about the processing of your personal data please read our Privacy Notice.

I wish to receive information about future Events and Media of IMH

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METHODS OF PAYMENT

Cheque

Please mail your cheque by mail or courier to:
IMH Consulting, P.O.Box 21185, 1503, Nicosia, Payable to IMH Consulting

Bank Transfer

Please inform the bank that you will pay all charges.

Name of bank: Bank of Cyprus

Exact designation of account holder: IMH C.S.C

Full account number including codes: 357019693355

IBAN code: CY06 0020 0195 0000 3570 1969 3355, SWIFT BIC: BCYPCY2N

Description: **20th Advertising, Marketing & Communication Conference / Participant's name**

Credit Card

An IMH representative will contact you to complete the transaction.

CANCELLATION POLICY

• Participation fees are paid in advance • Cancellations must be made in writing two days before the start of the conference, otherwise you will be charged 50% of the participation fee • In case of a no show without a written cancellation two days before the conference, you will be charged 100% of the participation fee.

CONFERENCES:

TERMS & CONDITIONS OF PARTICIPATION

Confirmation of your registration will be sent as soon as possible once we have received your application in writing – either online or by fax or mail. Please note that, in order for you to take part in the conference, your participation fee must be paid in full two days before the first day's deliberations. Please note, furthermore, that the organisers reserve the right to make changes to the details – though not to the substance – of the conference without prior warning, even if these do not appear in the programme because they occurred after printing and due to unforeseen circumstances. Additionally, you should be aware that, if the organisers are obliged to cancel a conference, they have a responsibility to reimburse any fees paid. They cannot be held responsible, however, for any consequential damage or loss. Finally, please note that an application to participate and an online registration are considered legally binding.

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INTERNATIONAL MARKETING & COMMUNICATIONS

For further information contact: IMH, 5 Aigaleo Str., 2057 Strovolos | P.O.Box 21185, 1503, Nicosia, Cyprus
Tel.: +357 22505555 | Fax: + 357 22679820 | E-mail: events@imhbusiness.com | Website: www.imhbusiness.com

EVENT PRIVACY NOTICE

1. WHAT IS THE PURPOSE OF THIS DOCUMENT?

IMH CSC Ltd is committed to protecting the privacy and security of your personal information. This privacy notice tells you about the information we collect from you when you register to attend one of our events. In collecting this information, we are acting as a data controller. By law we are required to provide you with information about us, about how and why we use your data and about the rights you have over your data.

2. DATA PROTECTION PRINCIPLES

We will comply with data protection law and principles, which means that your data will be:

- Used lawfully, fairly and in a transparent way.
- Collected only for valid purposes that we have clearly explained to you and not used in any way that is incompatible with those purposes.
- Relevant to the purposes we have told you about and limited only to those purposes.
- Accurate and kept up to date.
- Kept only as long as necessary for the purposes we have told you about.
- Kept securely.

3. THE KIND OF INFORMATION WE HOLD ABOUT YOU

When you register to attend one of our events, we will collect, store, and use the following categories of personal information about you:

- The information you have provided us when completing a booking form or when registering online to attend our events, including organisation, title, first name, last name, job title, telephone number, mobile number, email address, address, city and postal code.
- As there is a participation fee to attend the event we also ask for payment and if you choose credit card as a method of payment we ask for card number, expiry date, cardholder name and signature.
- Communication information. When you send us an e-mail or other communication we retain that communication in order to process your enquiries and respond to your requests.
- Surveys you may be requested to fill out in some events.

ONLINE EVENTS

Additionally, when you register to attend one of our online events, our online events platform provider collects the following information about you on our behalf:

Account information. To access various parts of the platform you must have an online account. To register for an account on the platform, you must provide your name, email address, telephone number, company name, and other information necessary to confirm that you are authorised to use the platform.

End User Information. To access webinars, virtual environments and other events administered by us via the online platform, you may be required to register. The requested personal information typically includes name, email address, telephone number, company name and job title as well as information about your company such as country and industry sector.

4. HOW IS YOUR PERSONAL INFORMATION COLLECTED?

We collect personal information about you from the following sources:

- You directly.
- From our online platform service provider
- Your employer/organisation.
- Other companies wishing to invite you to an event organized by IMH

5. HOW WE WILL USE INFORMATION ABOUT YOU

We will only use your personal information when the law allows us to. Most commonly, we will use your personal information in the following circumstances:

- Where we need to perform the contract, we have entered into in order to provide a service to you and your organisation. In other words, we will use your information in order to arrange that you attend our events.
- Where we need to provide you with the information, products and/or services that you request from us.
- Where we need to comply with a legal obligation.
- We may in some circumstances rely on your consent. In those circumstances, we will specifically ask whether you agree to us using your data in specified ways. You can withdraw your consent and ask us to delete your information at any time - please see section 11.
- Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests. As you have shown interest in attending our events, we rely on this legal basis to send you information and updates about future events that may be of interest to you. If you DO NOT wish to receive this information, you have the right to object to this at any time, by contacting our Data Protection Officer at gdp@imhbusiness.com or by clicking the unsubscribe link at the bottom of our e-mails.

Some of the above grounds for processing will overlap and there may be several grounds which justify our use of your personal information.

6. AUTOMATED DECISION-MAKING

You will not be subject to decisions that will have a significant impact on you based solely on automated decision-making.

7. DATA SHARING

We may share your data with third parties, including the event organisers, event sponsors and third-party service providers, where it is necessary to administer the working relationship with your business or where we have another legitimate interest in doing so, such as the planning, organisation and realisation of our events. We may also share your information where this is required by law.

We use data processors to help facilitate the organization of events.

We may sometimes charge a fee to attend an event. If this happens, our communications about the event will provide details of the data processor, we use to collect payments.

We require third parties to respect the security of your data and to treat it in accordance with the law and we have appropriate agreements in place.

8. TRANSFERING INFORMATION OUTSIDE THE EU

Our online platform service provider will have access to some of your information when you register for one of our online events. Our online platform service provider is located in the US and is committed to protecting the privacy and security of your personal information, in accordance with the General Data Protection Regulation, under Standard Contractual Clauses.

If you have any questions about this or you need any further information please contact our Data Protection Officer on 22505555 or at gdp@imhbusiness.com.

9. DATA SECURITY

We have put in place appropriate security measures to prevent your personal information from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal information to those employees and agents who have a business need-to-know. They will only process your personal information on our instructions and they are subject to a duty of confidentiality. Details of these measures may be obtained from our Data Protection Officer.

We have put in place procedures to deal with any suspected data security breach and will notify you and any applicable regulator of a suspected breach where we are legally required to do so.

10. DATA RETENTION

We will retain your personal information only for as long as we need it or until you withdraw your consent, (in those instances where we process your information based on your consent) or you object to processing when exercising your rights in accordance with section 11 below. You can contact our Data Protection Officer at gdp@imhbusiness.com to find out more about our retention times.

11. RIGHTS OF ACCESS, CORRECTION, ERASURE, AND RESTRICTION

Under certain circumstances, by law you have also the right to:

- Request access to your personal information (commonly known as a "data subject access request"). This enables you to receive a copy of the personal information we hold about you and to check that we are lawfully processing it.
- Request correction of the personal information that we hold about you. This enables you to have any incomplete or inaccurate information we hold about you corrected.
- Request erasure of your personal information. This enables you to ask us to delete or remove personal information where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal information where you have exercised your right to object to processing (see below).
- Object to processing of your personal information where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground. You also have the right to object where we are processing your personal information for direct marketing purposes.
- Request the restriction of processing of your personal information. This enables you to ask us to suspend the processing of personal information about you, for example if you want us to establish its accuracy or the reason for processing it.
- Request the transfer of your personal information to another party but only for information processed by automated means and where the processing is based on your consent or on contract.
- Right to withdraw consent at any time for processing for any purpose for which you have given consent.

If you want to exercise any of the above rights, please contact our Data Protection Officer at gdp@imhbusiness.com.

12. DATA PROTECTION OFFICER

We have appointed a Data Protection Officer to oversee compliance with this privacy notice. If you have any questions about this privacy notice or how we handle your personal information, please contact our Data Protection Officer at gdp@imhbusiness.com. You have the right to make a complaint at any time to the office of the Commissioner of Personal Data Protection, the Cyprus supervisory authority for data protection matters. You can find out more about this at www.dataprotection.gov.cy