



Brand Congress

Tuesday, 19 April 2022 | 08:30  
Hilton Nicosia Hotel

# Thriving in a Multitasking World



## Thematology

- Advertising trends, challenges and opportunities
- Understanding customer behavior
- Balancing between generations, experiences and innovations
- Building loyalty and creating values
- Content Marketing: Move out of your content zone
- Branding and Design Trends to follow
- ESG Marketing: The importance of telling your story and building your brand
- OTT/CTV Advertising: Future scenarios for the TV and video industry

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## INTRODUCTION

The 9th Advertising, Marketing & Communication Conference is an annual event that aims at the world of advertising, marketing, media, and communications in Cyprus. It is the biggest gathering of professionals in the sector. Its objective is to provide them with information, increase their knowledge, and facilitate the exchange of experiences and discussion of issues of importance to them.

## THE CONFERENCE

This year the 9th Advertising, Marketing & Communication Conference will be focusing on the new trends and practices that are emerging in the market, as it is a new reality and new consumer behaviors that must be taken into consideration for their future campaigns and understandings.

## TARGET AUDIENCE

The 9th Advertising, Marketing & Communication Conference is addressed to Marketing Executives and Managers, Brand Managers, Sales Managers, company owners, CEOs, General Managers, Heads of Communication and Public Relations, and Managers of companies and organisations in all sectors of economic activity. It is also addressed to those working in advertising agencies, marketing consultants and specialists in promotion, advertising and communication activities. Moreover, the Conference is addressed to Media representatives and their commercial and media planning departments. Furthermore, professionals from UX, design, tech, front-end and creative departments are welcome.

## EVENT DETAILS

-  Tuesday, 19 April 2022
-  08:30
-  Hilton Nicosia\*
-  The Conference will be conducted in English and Greek

The conference will be held by physical presence, based on the health protocols that will apply in the given time and in accordance with the evolution of COVID-19. According to the current measures, participation in a conference by physical presence requires the presentation of SafePass:

- certificate of completion of vaccination scheme,
- certificate of recovery from COVID-19 disease (and it is has not expired),
- certificate of vaccination of people who have not completed their COVID-19 vaccination cycle, with additional presentation of a negative Rapid Test (valid 24 hours),
- people who have not been vaccinated and present a negative Rapid Test (valid for 24 hours)

A prerequisite is the presentation of the above in the form of EUDDC (QR code) for testing through the CovScan Cyprus application. In addition, the display of identification evidence (ID, passport or driver's license) during a check of the Safe Pass is mandatory.



# IN Business

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Your attendance at the 9th Advertising, Marketing & Communication Conference entitles you to **one year's free access** to the **digital edition of GOLD magazine**. Once your conference registration fee has been paid, you will be contacted by IMH with details of how to take advantage of this special offer.





08:30-09:00	Registration
09:00-09:10	Introduction by the Chairperson of the Conference
09:10-09:30	<b>Trends, Challenges and Opportunities: the new trends and practices that are emerging in the market</b> <b>Julie De Moyer</b> , Global Strategy Advisor for Consumer Goods, Accenture, UK*
09:30-09:50	<b>Balancing between generations, experiences and innovations</b> How each generation shops? From Baby Boomers to Generation Z, each generation has its own defining political and cultural traits that have characterized their coming-of-age and shopping habits. Generational Marketing has long been a challenge for businesses, especially during events that profoundly change buyer behavior. Pandemic has impacted every consumer generation: How they think, spend time and make purchases have all been upended. <b>Alexandros Goulakos</b> , Brand Manger Andria d.o.o., The Coca-Cola Company, Croatia*
09:50-10:10	<b>Create marketing strategies that achieve consistent results</b> A successful marketing campaign largely depends on the type of product being marketed – Can you make your product look desirable or even addictive? <b>Pooja Popat</b> , Digital Publishing Manager, Adidas, UK*
10:10-10:30	<b>A celebration of -old school- consistent content strategy</b> Yes you can (resist the lure of real time marketing) <b>Alessandra Montrasio</b> , Global Brand Director, Nestlé, France
10:30-10:50	<b>The power of Social Media &amp; Influencer Marketing</b> With Social Media growing, Influencer Marketing is not just limited to only Celebrities, but for many individuals rising and saturating the market. The influencer Marketing industry is set to be worth \$15billion by this year therefore, I shall be discussing how the powerful tools of Influencer Marketing is affecting the publics buying habits. <b>Maya Odedra</b> , Influencer Marketing Manager (UK & USA Markets), UK
10:50-11:10	<b>ESG Marketing: The importance of telling your story and building your brand</b> While the idea of sustainability isn't new, incorporating ESG efforts, strategies, and reporting into a core business model is becoming increasingly important to companies. Centering your marketing efforts around the company's sustainability strategies and telling that story effectively will increase brand loyalty and value. <b>Richard Morgan Evans</b> , Co-Founder, Sapience Communications, UK*
11:10-11:20	Questions & Answers
11:20-12:00	Networking Coffee Break
12:00-12:20	<b>OTT/CTV Advertising is Booming: Future scenarios for the TV and video industry by 2030</b> The TV and video market is highly dynamic and is characterized by a great number of drivers: digitalization, new market offers, and disruption by digital players ensure rapid change. Moreover, consumer expectations and usage habits are changing rapidly in the age of video-on-demand and mobile media consumption. This Deloitte Germany study on future scenarios for the TV and video industry by 2030 demonstrates what market players need to be ready for. <b>Klaus Boehm</b> , Director   Media and Entertainment Lead, Deloitte, Germany*
12:20-12:40	<b>Building loyalty and creating values: A New Era of Loyalty Marketing</b> Loyalty marketing has been a part of marketing strategies for years. Recently, it has started to emerge as a new wave of marketers turn their focus towards retention and loyalty. Most companies need to stay focused on what we call loyalty imperatives for this decade. Who is a loyal customer and what are the benefits? What types of businesses use loyalty marketing? How we create a brand that matters? What is emotional loyalty? <b>Laura Spencer</b> , Global Marketing and Loyalty Manager, LEGO Group, UK*
12:40-12:50	Questions & Answers
12:50-13:30	<b>Panel Discussion: What marketing will look like in 2030 and how to work "future forward"</b> In this panel we will discuss how local marketers visualize the future of marketing in Cyprus, what has already been applied in their firms and what are their needs in order to follow up the metaverse era.
13:30-13:45	Closing Remarks by the Chairperson of the Conference
13:45	End of Conference

\* Invitation

## ORGANISER



IMH is the largest business knowledge and information transfer organisation in Cyprus. Its services include the coordination and running of conferences, seminars and commercial exhibitions, specialist business media publishing and human resources consulting. Every year, IMH organises more than 110 conferences related to every sector of the market, commercial exhibitions and training seminars, and undertakes the entire process of five business award ceremonies. IMH publishes the only dedicated business magazines in Cyprus: the Greek language monthly IN Business and the English-language monthly Gold, which are read by tens of thousands of Cypriot and non-Cypriot professionals, managers and entrepreneurs. It also operates the magazines' accompanying news portals, the IN Business Portal ([www.inbusinessnews.com](http://www.inbusinessnews.com)), the GOLD Portal ([www.goldnews.com.cy](http://www.goldnews.com.cy)) and the REPORTER ([www.reporter.com.cy](http://www.reporter.com.cy)). IMH also delivers via e-mail the IN Business Daily Newsletter, the GOLD News Daily Newsletter and the REPORTER Newsletter. The IMH Business Development Department bids for tenders published by local public sector bodies, the European Union and other international organisations. Through its activities, IMH gives businesses a chance to develop, to network, to find new clients and business associates, to communicate with new audiences and discover growth opportunities. [www.imhbusiness.com](http://www.imhbusiness.com)

## SPONSORS & SUPPORTERS



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.



With a strong portfolio of top-quality FMCG products, KEAN has successfully completed 72 years of presence in Cyprus. KEAN Group along with its subsidiary companies is among the largest importers of well-known brands such as KRAFT HEINZ, AMOY, KRI KRI and it's geared to service the entire F&B sector including retail and the HORECA market. KEAN Drinks are produced in the production unit in Limassol and are distributed in more than 50 countries worldwide. The company integrates social, environmental, and cultural initiatives into its business operations to give back to the community.



OJO sun&glasses, is a sunglasses and optics retail brand. The company was founded in 2011 in Cyprus, staying faithful all these years to its philosophy of "the right to sight for all". This year OJO sun&glasses is celebrating its 10+1 years, with more than 40 retail stores in Cyprus, Greece, Lebanon, Malta, South Africa and Saudi Arabia as well as an online store. OJO sun&glasses has made its name synonymous with innovation, offering not only products that follow the latest fashion trends but also excellent quality, utilizing the most modern technologies at competitive prices.



## WITH THE SUPPORT OF



The Cyprus Advertisers Association (CAA) is a non-profit body representing advertisers and marketing professionals 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 in own-research to measure digital spend as a percentage of the total marketing budget, promotes responsible marketing through industry self-regulation, ensures access to training for the members as well as 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.

## MEDIA 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.

### **IN**Business

IN Business magazine has a monthly readership of over 89,000. It is the only monthly business magazine in Cyprus that provides a comprehensive overview of all segments of the economy, from retail to services, as well as reporting on new deals, presenting new faces and, generally, looking at everything that's happening on the local business scene. IN Business has always been a pioneer in local business journalism, thanks to its in-depth analysis and research, often backed by previously unpublished facts and figures. [www.inbusinessnews.com](http://www.inbusinessnews.com)

### **REPORTER**

Dedicated to the objective presentation of valid news, with a focus on immediacy, REPORTER is a 24/7 online news and entertainment hub presenting what's happening in Cyprus and the world. IMH's new digital media also includes the REPORTER application for IOS and Android tablets and smartphones, as well as a daily newsletter sent to 100,000 subscribers. REPORTER's large team of journalists publishes authoritative and timely news every minute of every day. [www.reporter.com.cy](http://www.reporter.com.cy)

# Booking Form

## EASY WAYS TO REGISTER

@ E-mail: [events@imhbusiness.com](mailto:events@imhbusiness.com)

☎ Fax: +357 22 679820

🌐 Website: [www.imhbusiness.com](http://www.imhbusiness.com)

## REGISTRATION DEADLINE PAYMENT

Participation fees must be paid in advance by Friday, 15 April 2022

## WHAT DO THE FEES INCLUDE?

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

## 9<sup>th</sup> Advertising, Marketing & Communication Conference



Tuesday, 19 April 2022 | Hilton Nicosia\*

(REGISTRATION DEADLINE: Friday 15 April 2022)

PARTICIPANT INFORMATION		
Company / Organisation:		
Address:	City:	Postal Code:
Telephone:	Fax:	
E-mail:	Website:	
Invoice Information (if different from above):		

1 <sup>st</sup> PARTICIPATION	2 <sup>nd</sup> PARTICIPATION
<input type="checkbox"/> Mr <input type="checkbox"/> Mrs	<input type="checkbox"/> Mr <input type="checkbox"/> Mrs
Name:	Name:
Job Title:	Job Title:
Mobile:	Mobile:
E-mail:	E-mail:
3 <sup>rd</sup> PARTICIPATION	4 <sup>th</sup> PARTICIPATION
<input type="checkbox"/> Mr <input type="checkbox"/> Mrs	<input type="checkbox"/> Mr <input type="checkbox"/> Mrs
Name:	Name:
Job Title:	Job Title:
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PARTICIPATION FEE PER PERSON	GOLD
<h1>€120 + 19% VAT</h1>	<p><b>1 year free access to the digital edition</b></p> <p>Your attendance at the 9<sup>th</sup> Advertising, Marketing &amp; Communication Conference you to <b>one year's free access to the digital edition of GOLD magazine</b>. Once your conference registration fee has been paid, you will be contacted by IMH with details of how to take advantage of this special offer.</p>
<p>Members of</p>  <p>are entitled to 20% discount</p>	

METHODS OF PAYMENT	CONFERENCES: TERMS & CONDITIONS OF PARTICIPATION
<input type="checkbox"/> <b>Cheque</b> Please mail your cheque by mail or courier to: IMH Consulting Ltd, P.O.Box 21185, 1503, Nicosia, Payable to IMH Consulting Ltd	<p>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.</p>
<input type="checkbox"/> <b>Bank Transfer</b> Please inform the bank that you will pay all charges. Name of bank: <b>Hellenic Bank Public Ltd</b> Exact designation of account holder: <b>IMH C.S.C LTD</b> Full account number including codes: <b>115-01-188831-01</b> IBAN code: <b>CY27 0050 0115 0001 1501 1888 3101</b> , SWIFT BIC: <b>HEBACY2N</b> Description: <b>9<sup>th</sup> Advertising, Marketing &amp; Communication Conference / Participant's name</b>	
<input type="checkbox"/> <b>Credit Card</b> 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.

