



# April 27th, 9:00-16:30 (TRT)

ICEC, Harbiye, Darülbedai Caddesi No:4, Taşkışla Cd., 34367 İstanbul

### **GLOBAL MARKETER CONFERENCE AGENDA**

Against a challenging economic and societal backdrop, our focus will be **sustainable growth**: exploring how the world's biggest brand owners can be part of the solution to a sustainable future whilst delivering against shareholder, and stakeholder, expectations.

09:00 REGISTRATION

10:00 WELCOME



Exclusive launch of the WFA/Kantar Sustainable Marketing 2030 initiative, providing a framework for the day's content.



AB InBev's Global Chief Marketing Officer will share one of the most inspiring stories of a company transformation driven by marketing. From a follower to a leader in creative capabilities, to developing a culture of sustainable growth, AB InBev is harnessing marketing's super powers to create a future with more cheers.



The greatest challenges we face today were produced by design and must be solved by design. They originated in the optimism of the industrial revolution and to tackle them we have to understand our place in history, embrace the optimism that got us here and 'design' our way out.



Mark Adams
Senior Vice President,
Innovation, Vice

Ahmet Pura

President, RVD

CEO. WFA

Stephan Loerke

**Marcel Marcondes** 

Officer, AB InBev

Global Chief Marketing

11.25 BREAK

#### 12.10 TOWARDS A SUSTAINABLE FUTURE

Raja will share how Mastercard has sought to reimagine value through a sustainability lens and outline how marketing has become a driver of better behaviours within their partner ecosystem. Building on this, Brian will launch results from a unique global pilot initiative, in partnership with Mastercard and a select group of global brand owners, to dramatically reduce the carbon footprint of programmatic advertising.



Raja Rajamannar
Chief Marketing &
Communications Officer,
Mastercard



Brian O'Kelley
Co-founder & CEO,
Scope3

#### 12:50 PROGRESSIVE PATHWAYS TO GROWTH

WFA's Global Marketer of the Year, 2022, will be joined on stage by Ali Hanan of Creative Equals, who has helped Diageo agitate for change in the global marketing industry and deliver against a shared ambition more diverse and inclusive creative leadership. Through a Progressive Marketing Flywheel of inclusion, creativity and purpose, this session will inspire us to think differently about one of the toughest, yet most meaningful, metrics: return on inclusion.



Cristina Diezhandino Chief Marketing Officer, Diageo



Ali Hanan, Founder & CEO, Creative Equals

13.25 LUNCH

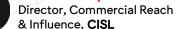
# 14:55 THE BIG DEBATE: 'Marketers should focus on company, not consumer behaviour change'

Building on WFA's last debate where 74% of our audience agreed that 'marketing today is incompatible with a sustainable future', we explore whether brand owners have the right focus in terms of becoming part of the solution. Join us as our two teams explore the deltas of our role in a sustainable future.



Fabrice Beaulieu
Chief Marketing

Sustainability & Corporate
Affairs Officer, Reckitt
Charlie Thompson





Rupen Desai
Advisory Board Member
Copenhagen Cartel



Ozlem Senturk
Senior Partner, Sustainable

Transformation Practice,
Kantar

## 15:50 SUPERCHARGING SUSTAINABLE GROWTH

Conny and David explore the intersection of marketing, technology and sustainability and our role in supercharging sustainable growth for brands, people and planet.



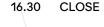
Conny Braams
Chief Digital & Commercial

Officer, Unilever



**David Jones** Founder,

The Brandtech Group





Note: All WFA benchmarks, survey results, agendas and minutes are reviewed by K&S Law, our competition lawyers. See WFA's Competition law compliance policy