

9:00-16:30

"Hellenic Cosmos" Cultural Center, Pireos 254, 177 78 Tavros

The highly acclaimed WFA global marketer conference is back. As ever, boasting some of the highest profile marketers, and thought leaders in our industry. The day will focus on the intersection between creative effectiveness and sustainability in marketing. Addressing the latest developments and most pressing challenges facing our industry, society and the planet.

09:00 **REGISTRATION**

10:00 **WELCOME**

10:10 **A SHARED GLOBAL AGENDA**

10:30 **GLOBAL MARKETER OF THE YEAR KEYNOTE**

*In her first in-person appearance as Unilever's marketing chief, WFA's newly crowned Global Marketer of the Year takes to the stage to share her view on the changes set to hit the digital ecosystem and the collective responsibility required to put people first.*

11:00 **THE BUSINESS OF CREATIVITY**

*Knight, and advertising industry legend, Sir John Hegarty returns to the WFA stage. Sharing in his own inimitable way on how to address the creativity challenges of an industry, which has slipped from seduction to stalking: rediscovering the power of truth.*

11:30 **BREAK**

In a world where many CMOs have become chief transformation officers; we look beyond the near constant-state of flux to understand whether we are keeping pace in delivering for our stakeholders.

Register at [gmc.sde.gr](http://gmc.sde.gr) for those based in Greece  
or at [wfanet.org/Athens](http://wfanet.org/Athens) for those based abroad



**Gregory Antoniadis**  
President, Hellenic Advertisers  
Association (SDE)



**Stephan Loerke**  
CEO, WFA



**Conny Braams**  
Chief Digital & Marketing  
Officer, Unilever



**Sir John Hegarty**  
Co-founder and Creative Director,  
The Garage Soho

12:15 **METAHUMAN**

*MasterCard's CMCO, WFA President and best-selling author, Raja Rajamannar will share on the paradigm shift our industry is facing; the new models to explore and the platforms and technologies marketing should adopt, adapt or avoid.*



**Raja Rajamannar**  
Chief Marketing & Communications  
Officer, Mastercard

12:45 **NEW WORLD: NEW METRICS**

*Media scientist, Professor Nelson-Field, will share on why our methods of measuring media and marketing need urgent attention and how to go about it.*



**Karen Nelson-Field**  
Founder & CEO, Amplified  
Intelligence

13:10 **BEYOND REALITY & HYPE**

*David will help us explore the metaverse, explaining why it has broken previous hype records, and how the opportunities for brands may not be quite what you think.*



**David Jones**  
Founder,  
Brandtech Group

13:30 **LUNCH**

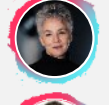
Sustainability and marketing are not the most obvious bed-fellows. What can an industry, which prides itself on promoting consumption, bring to bear to help solve some of the world's to do list outlined by the United Nations in their Sustainable Development Goals?

14:35 **THE BIG DEBATE: MARKETING TODAY IS INCOMPATIBLE WITH A SUSTAINABLE FUTURE**

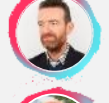
*Companies, and industry, are responding to the climate crisis. But can incremental change really make a difference? Is marketing, in fact, the problem when it comes to achieving Net Zero, and other sustainability goals? Join us as our two teams debate for and against the motion, with one winner.*



**Rupen Desai**  
Global CMO,  
Dole Sunshine Company



**Taide Guajardo**  
Brand SVP Europe,  
Procter & Gamble



**Jonathan Hall**  
Managing Partner, Sustainable  
Transformation Practice, Kantar



**Solitaire Townsend**  
Co-founder & Chief Solutionist,  
Futerra



**Paul Kemp-Robertson**  
Co-founder, Contagious

15:35 **TAKING A STAND**

*Many brands claim a people-first approach. But what are the risks and rewards in trying to put people and purpose before profit? In our final session we explore creativity driving brand activism; what this means for the future of our industry and our planet.*

16:15 **CLOSE & APEROL NETWORKING DRINKS**

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We appreciate your contribution and we kindly ask you to observe the signs on  
the bins while disposing of your waste. Let 's all become part of the solution!**

