

# BRANDS & TRENDS

6 Kasım 2024

- 11:00 **Reimagining Mobility** Uber  
Moderator: Rahşan Gülşan  
Can Akar  
Neyran Bahadrlı
- 11:30 **Time for Plural Thinking: Strategies that Create Value in Uncertain Times** ACTIVA Komili  
Moderator: İtir Erhart  
Pınar Nokay  
Benan Nida Özer
- 12:00 **From 'Wow' to 'How': Using AI to Improve Our Everyday Life** Google  
Serkan Girgin  
Dr. Serhan Yılmaz  
Selin Orçunus
- 12:30 **Does Humanity Need Rebranding?**  
Steve Fuller
- 13:00 - 14:00 **Lunch Break**
- 14:00 **The Future of Media**  
Nihat Sırdar  
Güçlü Mete  
Candaş Tolga
- 14:30 **New Demographic Opportunities for Turkey**  
Ozan Gündoğdu
- 15:00 **Istanbul's Data**  
Moderator: Ozan Gündoğdu  
Dr. Buğra Gökce
- 15:30 - 16:00 **Coffee Break**
- 16:00 **Removing Barriers is Our Only Alternative** Alternatif Bank  
Hande Yağcı  
Bike Tarakcı  
Duygu Kayaman  
Şah Yayıcı
- 16:30 **How Retail Media is Driving Incremental Growth for Brands** mimeda  
Jeffrey Bustos  
Kına Demirel

7 Kasım 2024

- 09:30 **Strong Women with Every Step** D  
Moderator: Kaan Ertüz  
Özenç Usturumcalı  
Zehra Güneş  
İrem Kılıcal
- 10:00 **Turkey's Sustainable Future: Finance, Society and Environment** Garanti BBVA  
Moderator: İtir Erhart  
Seray İmer
- 10:30 **Three Big Bets on AI's Impact on Brands**  
Mathieu Albrand
- 11:00 - 11:30 **Coffee Break**
- 11:30 **Next Generation Payment Trends and Innovation**  
Moderator: Hande Ocak Başev  
Dr. Emre Eren Korkmaz  
Nihat Narin
- 12:00 **Reflection of Innovation on the Future and Digitalization Trend in Marketing** NESCAFÉ  
Hüseyin Necdet Kalkan  
Esra Ateş
- 12:30 **Artificial Intelligence Rhythm in E-Commerce: Productive Responses to Customer Expectation** MIGROSONE  
Moderator: Mirgün Cabas  
Orçun Onat
- 13:00 - 14:00 **Lunch Break**
- 14:00 **Brand Longevity: Whiteness as the First Day** XOMO  
Moderator: Pelin Sabancı  
Alper Çapar  
Soydan Canbaz
- 14:30 **The Pathway to Influence**  
Kyle Vowinkel
- 15:00 **Delicious is Not Enough: What's Wrong With Food Advertising?**  
Olaf van Gerwen
- 15:30 - 16:00 **Coffee Break**
- 16:00 **Future, City, Aesthetic**  
Prof. Dr. Ece Ceylan Baba  
Ali Kurt
- 16:30 **The Unbearable Pain of Remaining Silent**  
Başar Başaran  
Cemal Dindar

8 Kasım 2024

- 10:00 **AI and consciousness: The Mind-Object Identity Hypothesis**  
Riccardo Manzotti
- 10:30 **Who Is This Woman Named Marina Prieto? The Story of a 100-Year-Old Influencer**  
Moderator: Sami Basut  
Ricardo Perez
- 11:00 - 11:30 **Coffee Break**
- 11:30 **Friends, you asked a lot: We Explain the Changing Codes of Beauty!** ELIDOR  
Natali Kasap  
Soydan Cambaz  
Cem Demiröz  
Narod Çetinkaya
- 12:00 **How to Deal with the Vampire Effect: New Methods in Celebrity Management**  
Aslı Kızmaz  
Hazal Kaya
- 12:30 **Game Changing Trends: The Future of Sports Watching Habits**  
Mehmet Demirkol  
Kaan Kural
- 13:00 - 14:00 **Lunch Break**
- 14:00 **The Superpower Called Storytelling**  
Bharat Avalani
- 14:30 **The Initiative: Anatomy of an Operation**  
Furkan Sezer  
İpek Özbey
- 15:00 **Future Creativity Trends: Highlights from Cannes Lions 2024**  
Sophie Ellis  
James Robinson
- 15:30 - 16:00 **Coffee Break**
- 16:00 **Women and Money: The Last Taboo to Debunk**  
Laura Visco

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