
















6 Kasım 2024

- 09:15 **Opening Ceremony**
Yekta Kopan
Pelin Özkan
- 09:30 **Brand Week Istanbul Opening Keynote**
Ekrem İmamoğlu
- 10:30 **Beginning of A History**
Daron Acemoğlu
- 11:10 - 11:30 **Coffee Break**
- 11:30 **Culture, A Golden Bond for Cities**
Laia Gasch
- 12:00 **Artificial Intelligence in Customer Experience: Empathy and Innovation** 
Moderator: Yekta Kopan
Ceren Acer Kezik
- 12:30 **Rethinking AI and its impact on Business and Humanity**
Daniel Hulme
- 13:00 - 14:00 **Break**
- 14:00 **The Funny Side Of Marketing: Avoiding the Customer Journey to Nowhere**
Tom Fishburne
- 14:30 **Understanding Global Uncertainty in an Unprecedented Age**
Prof. Ayşe Zarakol
- 15:00 **How To Win 2029**
Paul Kemp-Robertson
- 15:30 - 16:00 **Coffee Break**
- 16:00 **Women, Womanhood, A History that Does Not Fit into the Mold**
Moderator: Yekta Kopan
Demet Evgar
Zeliha Ünalı
- 16:30 **Women's Employment, Women's Power** 
Moderator: Nilay Örnek
Pelin Hekimoğlu
Menekşe Durna
Didem Karagenc
- 16:50 **Women To Watch Award Ceremony** 
Pelin Özkan
- 17:10 **Some Beginnings Should Be Funny**
Moderator: Yekta Kopan
Ata Demirer

7 Kasım 2024

- 09:15 **Master of Ceremony**
Yekta Kopan
- 09:30 **"Truth"**
Levent Erden
- 10:00 **Superfast: How to Lead at Speed**
Sophie Devonshire
- 10:30 **A Technology Story on Tomorrow's Security** 
Moderator: Aysun Öz
M. Serdar Kuzuloğlu | Hande Ergitürk
- 11:00 - 11:30 **Coffee Break**
- 11:30 **Brand and Investment In 2025: New Strategies for a New Era**
Nevzat Aydın
Ömer Aras
Uğur Şeker
- 12:00 **Restarting History in Volleyball**
Faruk Eczacıbaşı | Ahmet Gülüm
- 12:30 **Turkey's New Individual and Social Map: Concepts, Clusters, Behaviors**
Bekir Ağırır
- 13:00 - 14:00 **Lunch Break**
- 14:00 **An Official Fan Story** 
Viktor Kuzu | Duygu Demirdağ
Özkan Özyavuz | Meryem Betül Çavdar
- 14:30 **Pursue Your Dreams** 
Moderator: Yekta Kopan
Giray Altınok | Kerem Özdoğan
Mustafa Yiğit Zeren
- 15:00 **The Digital Middle Age**
Murathan Mungan
- 15:30 - 16:00 **Coffee Break**
- 16:00 **TikTok For Business Evolution of the Content Economy** 
Barış Aldanmaz
Nour Briguada Seif
- 16:40 **Lovemarks** 
- 17:00 **Tarihe Yön Veren Dehalar** 
Fatih Altaylı | Celal Şengör

8 Kasım 2024

- 09:15 **Master of Ceremony**
Yekta Kopan
- 09:30 **Digital Augmented by Sustainability**
Kim Dirckx
- 10:00 **The Future is Circular: Environmentally Friendly Next Generation Solutions** 
Şefika Günyel
Cem Seymen
Dilek Eker
- 10:30 **Meet the Modern Monks**
Victor Knaap
- 11:00 - 11:30 **Coffee Break**
- 11:30 **What is Turkey Laughing at?**
Hasan Can Kaya
Can Çalışkan
- 12:00 **Turkey's AI Roadmap** 
Moderator: Levent Erden | Meltem Bakiler Şahin
Prof. Altan Çakır
- 12:30 **Turkey Agenda: Economy in 2025**  
Açıl Sezen
Murat Üçer
- 13:00 - 14:00 **Lunch Break**
- 14:00 **Let's Have a Coffee** 
Moderator: Yekta Kopan
Mehmet Tüfekçi | Kenan Doğulu
- 14:30 **What Fanatical Fans Can Teach Consumer Brands About Growth?**
Mark Adams
- 15:00 **Forget Marketing, Create Brand Bonding**
Fura Johannesdottir
- 15:30 - 15:45 **Coffee Break**
- 15:45 **Hey Meta, What's New?** 
Serkan Tavşanoğlu
- The Power of Connections**
İlke Toptaş | Kerem Bürsin
- 16:00 **C-View: Building for Future**
Irmak Emekdaş
Sinem Sandıkçı Gökçen | Erdem İnan
- 16:15 **Creativity Reimagined: Connections in the Era of AI**
Isabelle Quevilly
- 16:25 **The Future of Music: AI-Powered Beats**
Beyza Doğuç
- 16:30 **Instagram Fame Hall Made in Turkey, Loved by the World**
Buse Zeynep
- 16:40 **The Creator's Journey**
Eren Sağır | Petek Alemdar
Cemal Can Canseven | Buse Zeynep
- 16:55 **Meta Loves Music**
Moderator: Serkan Tavşanoğlu | Hande Yener