

# PRELIMINARY AGENDA 2018 ROOM ONE

**9:00-9:30** **Opening speeches by:** The representative of the Government of the Republic of Serbia, the Ambassador of partner country, and the event host.

**9:30-10.30** **Panel no. 1: Future of Marketing & Corporate Communication**  
This field is changing more rapidly than ever, evolving and adapting to progresses in technology and consequential new customer behavior and preferences. The role of marketing is growing fast as organizations try to keep up with trends dominating the new technological era and continue to deliver the highest possible value to their customers. This panel discussion will explore current trends in marketing and corporate communication, challenges and opportunities that arises from these frequent changes as well as what further changes are expected in the near future.

**10:30-11:00** **Special presentation no. 1**

**11:00-11:15** **Coffee break**

**11:15-12:15** **Panel no. 2: How tech is changing the world**  
Serbia and the whole Balkan region is in the midst of a **digital transformation**. Companies are implementing new technologies in order to make their work more efficient. This panel discussion will dive right into the most promising technological solutions of today and will examine what are all the possibilities, opportunities as well as risks concerning these technologies. The technologies that will be discussed are: **Virtual reality and Augmented reality, Artificial Intelligence, Machine learning and Financial technology.**

**12:15-12:40** **Case Study no. 1**

**12:40-13:40** **Panel no. 3: -HR: Where we are, and where we are going**  
HR has gone through many changes and is still developing and adjusting to the ever-changing business conditions. The speakers in this panel discussion will be prominent HR experts and representatives from the top management in this field. They will discuss their current practices, what their hiring methods are, how they find talented employees and how they maintain an environment where their employees can thrive and are happy within the company, but also what their outlook is on the future of this field and what kind of changes they expect.

**13:40-14:00** **Lunch break**

**14:00-14:20** **Case Study no. 2**

**14:20-15:20** **Panel no. 4: CEO Panel: Building the Future**  
Rapid changes have become the only constant in the modern world. In such an environment it can be hard to keep up with all the new information, trends and innovations. What kinds of business models are best for such circumstances? CEOs of prominent companies in Serbia and the whole region of Balkans, will try to give an answer to this, and many other questions, in this panel discussion. They will talk about what challenges and opportunities their companies are facing internally and externally and how they are dealing with it.

**15:20-15:50** **Special presentation no. 2**

**15:50-16:50** **Panel no. 5: Blockchain: Possabilities and opportunities**  
This technology has already proven itself to have a very promising future in the financial sector, but in recent time there have been other applications in various fields through the use of "smart contracts" which allow business and legal agreements to be stored and executed online. In this panel discussion, renowned experts from the field will answer these questions and examine how Blockchain technology is being used currently and what we can expect in the future.

**16:50-17:30** **Closing ceremony and Coctail after-party**



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## **9:30-10:30 Future of the Gaming industry in Serbia, and how to get in**

In this panel discussion, attendees will have a chance to get information about how perspective the gaming industry in Serbia is, how the industry will develop in the near future, and what is required to get a job in a company that specializes in developing video games.

## **11:00-11:15 Digital Marketing Workshop**

Experienced digital marketer will talk about advanced targeting methods on social media platforms, content marketing trends, email marketing trends, building awareness strategies etc. Attendees will have a chance to get practical knowledge about the tools and methods used in digital marketing.

## **12:40-13:40 Blockchain Workshop**

Experts on Blockchain will talk about how the technology is being implemented and what are the technical aspects behind it. Attendees that would like to start working with Blockchain will get a chance to learn first hand how to do it and what knowledge and skills are required.

## **14:20-15:20 Successful freelancers: Q&A session**

Five freelancers will shortly talk about their career path: how they got started, what were the biggest problems they faced at the beginning and how their work looks like now. After that, attendees will have a chance to ask questions, get advice on how to start a career as freelancer, how to improve their portfolio, get new clients etc.

## **15:20-15:50 IT Clusters in the Balkan region**

Representatives from IT Clusters from Serbia, Bosnia and Herzegovina and Romania will discuss the importance of cooperating of different IT companies for furthering the digitalization in the region and improving the IT industry, as a whole.

## **15:50-16:50 Employer branding: presentations of successful strategies**

Four HR experts will present some of their most successful campaigns in employer branding and discuss the results. This is an interesting topic for both marketers and HR specialists.