

MARKETING WEEK AGENDA

SPORTS

CO-CREATION IN THE SPORTS INDUSTRY DISCUSSION PANEL 1PM - 2.30PM	MODERATOR - CATHERINE DA SILVEIRA JORGE CASTANHEIRA SLB JOÃO GONÇALO CUNHA KICK UP SPORTS INNOVATION JORGE GRAÇA NOS
SCOUTING FOR TALENTS & VALUE CREATION 3PM - 4PM	PEDRO VITORINO ADIDAS
FOOTBALL STATION 4PM	DECATHLON

LUXURY

THE LUXURY SUSTAINABILITY 3PM - 4PM	RUI TATI PELCOR
CUSTOMIZATION AND PERSONALIZATION IN THE LUXURY INDUSTRY 4PM - 5.30PM	GONÇALO CRUZ PLATFORME
THE LUXURY AUTOMOBILE INDUSTRY DISCUSSION PANEL 5.30PM - 6.30PM	MODERATOR - CATHERINE DA SILVEIRA PEDRO QUINTELLA ANTÓNIO CALAFATE LEXUS
COMMUNICATION OF A LUXURY BRAND ONLINE & OFFLINE - WORKSHOP 7PM - 8PM	MARTA ARAÚJO CASTELBEL

TRAVEL

REVENUE MANAGEMENT CASE COMPETITION 1.30PM - 4.30PM	MÁRIO MOURAZ CLIMBER PAULO MESQUITA DOM PEDRO HOTEL & GOLF COLLECTION
THE FUTURE OF TRAVEL INDUSTRY DISCUSSION PANEL 5PM - 6.30PM	MODERATOR - LOTTE LIA PAULA CANADA TAP PORTUGAL FILIPE GOMES ALMA DE VIAJANTE PAULO MESQUITA DOM PEDRO HOTEL & GOLF C.
WINE TASTING WORKSHOP 7PM	VENHA VINHO

TECH

FUTURE TRENDS OF MARKETING 2.30PM - 4PM	RUI NUNES KARMA
DIGITAL MARKETING WORKSHOP 4PM - 5.30PM	MIGUEL PEREIRA HAVAS MEDIA PT TOMÁS RUGERONI PESTANA HOTEL GROUP IGOR FERNANDES HAVAS MEDIA PT
THE ROLE OF DISRUPTIVE TECHNOLOGIES AND BIG DATA DISCUSSION PANEL 5.30PM - 7PM	MODERATOR - TBA BERNARDO LUCAS WEDO TECHNOLOGIES MIGUEL CARVALHO YUBUY ANTÓNIO RODRIGUES OPEN UP

CLOSING SUNSET
CO-HOSTED BY NOVA SU
4PM

APRIL 2ND

APRIL 3RD

APRIL 4TH

APRIL 5TH

