



## 23. 5. 2017 SPORT 2017

STUDIO HRDINŮ, THE NATIONAL GALLERY IN PRAGUE - TRADE FAIR PALACE

### 9:00 – 9:30 HOW TO UNDERSTAND YOUR FANS?

KRISTIAN GOTSCH  
CLIENT SERVICES DIRECTOR EMEA,  
TWO CIRCLES

### 9:30 – 10:00 THE SOUTH BOHEMIAN HOCKEY MIRACLE

TOMÁŠ KUČERA  
MARKETING DIRECTOR AND PR ČEZ MOTOR  
ČESKÉ BUDĚJOVICE

### 10:00 – 10:30 FAN ENGAGEMENT DOESN'T COST A LOT OF MONEY

EDWIN FROMA  
HEAD OF MARKETING, FC GRONINGEN

### 10:30 – 11:00 COFFEE BREAK

### 11:00 – 11:30 RE-FRESH T-MOBILE'S OLYMPIC RUN

MAREK TESAŘ  
COV, MARKETING CONSULTANT

### 11:30 – 12:00 GOING BANANAS FOR PING-PONG

M. TOŠENOVSKÝ, M. HILLOVÁ  
CHIEF EXECUTIVE DIRECTOR,  
EVENT SPECIALIST, LEEMON CONCEPT

### 12:00 – 13:00 OBĚD

CAFFEINE, DUKELSKÝCH HRDINŮ 26

### 13:00 – 13:30 BRAND VAVŘINEC HRADILEK

VAVŘINEC HRADILEK  
SLALOM CANOEIST

### 13:30 – 14:00 COPA90 – FOOTBALL AS THE GAMECHANGER

PHILIP MITCHELSON  
MARKETING DIRECTOR, BIGBALLS MEDIA

### 14:00 – 14:30 ADIDAS & NIKE: A UNIQUE FOOTBALL GAME

KARL LUSBEC  
SENIOR KEY ACCOUNT MANAGER, FOOTBALL  
AT TEAMUP CONSULTING LTD.

### 14:30 – 15:00 COFFEE BREAK

### 15:00 – 15:30 HARNESSING THE POWER OF SPORTS FOR BRAND GROWTH

JOACHIM LANGE  
FOUNDER, CONSULTANT AGENCY COMASCO

### 15:30 – 16:00 ACTIVATING PARTNERSHIPS - SWIX ON THE JIZERSKA 50 RACE

P. LEŠEK, J. WEISSHÄUTEL  
MANAGING DIRECTOR RAUL, SALES AND  
MARKETING DIRECTOR SWIX

### 16:00 – 16:30 SPORT & BEER – WHAT COULD POSSIBLY GO WRONG?

GRANT MCKENZIE  
MARKETING & INNOVATION DIRECTOR,  
PLZENSKY PRAZDROJ & PIVOVARY TOPVAR

## SHOTS IN THE DARK

### 19:30 – 20:30 WORST PRACTICE

HLAVICA, JELÍNEK, OTRADOVEC,  
KRÁTKÝ

### 20:30 – 20:45 WE SEE ADVERTISING EVERYWHERE

MARKETING

### 21:45 – 21:15 FORBIDDEN FRUIT

LADISLAV ŠTASTNÝ  
CEO, CZECH ADVERTISING STANDARDS COUNCIL

### 21:15 – 21:45 YOUNG DIRECTORS AWARD

JAN KALLISTA  
CO-OWNER, FILM KOLEKTIV

## 24. 5. 2017 ICONS, HEROES, INFLUENCERS, OPINION LEADERS

STUDIO HRDINŮ, THE NATIONAL GALLERY IN PRAGUE - TRADE FAIR PALACE

### 9:00 – 9:00 LOOKING FOR OPINION LEADERS IN ONLINE COMMUNITIES

JAN SCHMID  
HEAD OF QUANTITATIVE RESEARCH,  
PERFECT CROWD

### 9:30 – 10:10 "THE KRALS" OF YOUTUBE

JIRKA KRÁL, PETR KRÁL  
YOUTUBER, MANAGER

### 10:10 – 10:30 COFFEE BREAK

### 10:30 – 11:00 HOW VODAFONE WORKS WITH INFLUENCERS

V. DOLEŽELOVÁ, A. MILATA  
MANAGER FOR BRAND PLANNING AND  
INTEGRATION - VODAFONE, CEO - RENEGADZ

### 11:00 – 11:20 THE RISE OF DESTINATION MARKETING THROUGH INFLUENCERS

JIRÍ DUŽÁR  
DIGITAL & STRATEGY MANAGER,  
CZECHTOURISM

### 11:20 – 11:40 INFLUENCING SOCIAL MEDIA

BRIAN COX  
VLOGGER A DIGITAL MEDIA SPECIALIST

### 11:40 – 12:10 NEVER MEET YOUR HEROES

TONY HARDCASTLE  
GLOBAL CREATIVE DIRECTOR, MULLENLOWE  
LONDON

### 12:10 – 13:00 LUNCH

CAFFEINE, DUKELSKÝCH HRDINŮ 26

### 13:00 – 13:30 THE EVOLUTION OF INFLUENCE

JAI KOTECHA  
HEAD OF DIGITAL, SOCIAL AND CONTENT,  
OGILVY LONDON

### 13:30 – 14:00 HEROES LEADERSHIP

PANCHO GONZALES  
CHIEF CREATIVE OFFICER & CO FOUNDER,  
INBRAX CHILE

### 14:00 – 14:30 DAVID BEATS GOLIATH – WHY EVEN ICONS WOULD LIKE TO BE UNDERDOGS

E. LERICHE, F. MARTINI  
ADVERTISING AND CRM MANAGER RENAULT,  
CREATIVE DIRECTOR PUBLICIS

### 14:30 – 15:00 COFFEE BREAK

### 15:00 – 15:30 HELDENTATEN

RICARDO DISTEFANO  
MANAGING CREATIVE DIRECTOR, HEIMAT  
BERLIN

### 15:30 – 16:00 LAVI FOR SALE: ONLINE SHOW

VYSEHRAD ON A ROLL  
DANIEL STREJC  
PRODUCER

### 18:30 – 21:00 BEST OF...

THE BEST THAT THE JURY CHOSE FROM THE SHORTLIST.  
SHOWCASE OF INSPIRATION IN THE PRESENCE OF  
JURY MEMBERS AND AWARDED AGENCIES.

### 21:00 – 2:00 PARTY

AFTER CEREMONY PARTY, IN LEGENDARY AVION CLUB IN  
HEŘMANOVA STREET.

## WORKSHOPS AND SEMINARS

PARKHOTEL PRAHA

### 23. 5.

### 9:00 – 10:30 VIRTUAL REALITY FOR BUSINESS

JINDŘICH TRAPL  
PARTNER AT VIRTUOX

### 11:00 – 12:30 (Seminar) MODERN ADVERTISING IS IN FLUX

BEN LEYLAND  
MANAGING DIRECTOR, EALLIN LONDON

### 13:30 – 15:00 BEHAVIORAL ECONOMICS

PAUL ARNOLD  
TRAINER, FACILITATOR AND STRATEGIC  
PLANNER

### 24. 5.

### 9:00 – 10:30 WHY SPONSORSHIP DOESN'T WORK WITHOUT ACTIVATION

ONDŘEJ GOTTWALD  
CEO GARP INTEGRATED

### 11:00 – 12:30 THE WAY TO AN ATTRACTIVE AND FUNCTIONAL VISUAL IDENTITY

J. ŠLÉGR, L. JELÍNEK  
GRAPHIC DESIGNER, CREATIVE DIRECTOR,  
DYNAMO DESIGN

### 13:00 – 15:00 THE INTERNATIONAL SUCCESS OF PRAGUE OR HOW TO UNDERSTAND AND USE SOCIAL NETWORKS?

FILIP ZIKMUND  
HEAD OF SOCIAL MEDIA CITY OF PRAGUE

SPORT  
2017

SPORT  
2017