PING FESTIVAL 2018 PROGRAM

8:00-9:15

Networking Breakfast & Brella meetings

9:30-11:30

PING Festival Keynote Program, 3rd Floor



The Liquid Society 2025+: Digital Leadership in a 4P Economy

Anne Lise Kiaer. **Futurist**



Future Brand: How to Stand Out in a Crowded, Distracted World

Nick Westergaard. **Brand Strategist**



How to Bypass Million Dollar Marketing **Budgets by Effectively Using Influencers**

Emilie Tabor, Founder & CMO, Influencer Marketing Agency (IMA)





Discussion about Latest Statistics and Insights into Influencer Marketing

Inna-Pirjetta Lahti, PING Helsinki & Ilari Viippola, Dagmar

11:30-13:00 Networking Lunch in two settings at 11:30 or 12:15 & Brella meetings

13:00-14:45 Parallel Sessions - choose two (see details on the next page)

Networking Coffee & Brella meetings 14:45-16:00

16:15-17:30 AdProfit Awards Ceremony, 2nd Floor

16:00-17:30 PING Festival Keynote Program, 3rd Floor

EMOTIONS



Building a Cult to Change the World

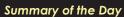
John Schoolcraft. Global Chief Creative Officer, Oatly



Trust Me! - Building a Successful Relationship with Your Audience

Ebba Kleberg von Sydow, Influencer & Entrepreneur, Säkerstil Ping Helsinki Awards: Vuoden Valinnat





AlexAlex. Influencer Perttu Pölönen, Futurist & Composer

17:30

momondo Open World Awards Ceremony, 2nd floor

17:30-19:00

Happy Hour & Brella meetings

20:00-

PING Festival After Party at Kaiku

PING FESTIVAL 2018 PROGRAM

13:00-13:45 Parallel Sessions - choose one

MASTER CLASS - en 3rd floor, Section 1 MASTER CLASS - fin 3rd floor, Section 2 MASTER CLASS - en 3rd floor, Section 3

CASES- en CASES - fin 2nd floor 2nd floor

Q&A DISCUSSION - en Cases - fin 2nd floor

2nd floor

EMOTIONS

Q&A DISCUSSION - fin 2nd floor

TRUST

determine whether we a goal survive and thrive or fail and die

CONTENT

How to success? -Content creating with new influence?

QUALITY

What determines the

TRANSFORMATION

How technology and out-of-the-box to achieve goals with Helsinki Marketing, The F-Company and **Meltwater & Suunto**

New storytelling methods and ideas in creativity can be used various channels with cases from A-lehdet & Mehiläinen, Videolle and Fitbit & Medita

CONTENT

What is your brand as an influencer?

QUALITY

Audiences being touched through emotions with cases from Drum & Piltti. Äidin Puheenvuoro. Monochrome & Herbina

The value of Trust

TRUST

Jonathan Bean moderated by Noora Pinjamaa Natalia Tolmatsova moderated by Anna-Katri Räihä

Mariëtte du Toit-Helmbold moderated by Tomi Hilvo

Elisabeth Heinrichs. **David Blinov and** Lotta Siutla & Valtteri Färkkilä moderated by Santtu Kottila

Tuomas Vuori, Anni Lintula. Tea Lindroos. Reetta Mikkola, Lina Kiälström moderated by Sanna Salovuori

Ebba Kleberg von Sydow, Linda Hörnfeldt & Elina Koivumäki moderated by Janicke Hansen

Kristiina Heikkonen. Ingri Fernández and **Emma Naumanen** moderated by Jenna Perus

Ronja Salmi, Hanna Jensen and **Emilia Kullas** moderated by Jaakko Tapaninen

14:00-14:45

Parallel Sessions - choose one

MASTER CLASS - en 3rd floor, Section 2 **MASTER CLASS - fin** 3rd floor, Section 3 2nd floor

Q&A DISCUSSION - en Q&A DISCUSSION - fin CASES - fin 2nd floor

2nd floor

Q&A DISCUSSION - en CASES - en

EMOTIONS

TRANSFORMATION

How to utilize stories. culture and technology to transform

TRANSFORMATION

The transformation

of reality

CONTENT Five lies about content marketina QUALITY

Data-driven storytelling and innovative influencer cooperation an influencer? with great business value with cases from Reima & Ruka. Vapa & Tikkurila and Tallink Silja

2nd floor

EMOTIONS

2nd floor

QUALITY

The mechanisms behind purpose marketing, a powerful tool for leading brands companies? to connect and engage with their

> Ida Hakola & Ilona Hiila

Jari Ullakko. Miikka Rosendahl and Jani Halme moderated by Katri Saarikivi

Anna Kurkela-Vilén. Ville Halonen and Leena Kivioia moderated by Dr. Vilma Luoma-aho

Päivi Koskela & Mats Lindfors, Mikko Rummukainen and **Noora Lindfors &** Herbalisti moderated by Riikka-Maria Lemminki

emotional integrity as

How to keep your

Jenni Rotonen.

moderated by

Eva Torra

Mippi Vuorikoski

and Briana Johnson

cepts to add business value without losina audiences' trust with cases from Kyrö Distillery, Tea & Twigs and Bonfire Agency & Maksuturva

Methods and con-

Mikko Koskinen. Jasmin Arensmeier. Joonas Villanen & Mikael Smeds moderated by Milla Himbera

Allan Askov Christoffersen moderated by Veera Papinoja

A-lehdet

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