

# PING FESTIVAL 2018 PROGRAM

8:00-9:15 Networking Breakfast & Brella meetings

9:30-11:30 PING Festival Keynote Program, 3rd Floor

TRANSFORMATION



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

Anne Lise Kjaer, Futurist

CONTENT



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

Nick Westergaard, Brand Strategist

QUALITY



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

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

QUALITY



*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)

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

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



*Trust Me! - Building a Successful Relationship with Your Audience*

Ebba Kleberg von Sydow, Influencer & Entrepreneur, Säkerstil



Ping Helsinki Awards: Vuoden Valinnat



*Summary of the Day*

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 2nd floor	CASES - fin 2nd floor	Q&A DISCUSSION - en 2nd floor	Cases - fin 2nd floor	Q&A DISCUSSION - fin 2nd floor
<b>TRUST</b>	<b>CONTENT</b>	<b>QUALITY</b>	<b>TRANSFORMATION</b>	<b>CONTENT</b>	<b>QUALITY</b>	<b>EMOTIONS</b>	<b>TRUST</b>
<i>Trustonomics – The currency that will determine whether we survive and thrive or fail and die</i>	<i>How to success? – Content creating with a goal</i>	<i>What determines the new influence?</i>	<i>How technology and out-of-the-box creativity can be used to achieve goals with Helsinki Marketing, The F-Company and Meltwater &amp; Suunto</i>	<i>New storytelling methods and ideas in various channels with cases from A-lehdet &amp; Mehiläinen, Videolle and Filbit &amp; Medita</i>	<i>What is your brand as an influencer?</i>	<i>Audiences being touched through emotions with cases from Drum &amp; Piltti, Äidin Puheenvuoro, Monochrome &amp; Herbina</i>	<i>The value of Trust</i>
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 Kjälström moderated by Sanna Salovuori	Ebba Kleberg von Sydow, Linda Hörnfeldt & Elina Koivumäki moderated by Janicke Hansen	Kristiina Heikkonen, Inari 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	Q&A DISCUSSION - en 2nd floor	Q&A DISCUSSION - fin 2nd floor	CASES - fin 2nd floor	Q&A DISCUSSION - en 2nd floor	CASES - en 2nd floor
<b>EMOTIONS</b>	<b>TRANSFORMATION</b>	<b>TRANSFORMATION</b>	<b>CONTENT</b>	<b>QUALITY</b>	<b>EMOTIONS</b>	<b>QUALITY</b>
<i>The mechanisms behind purpose marketing, a powerful tool for leading brands to connect and engage with their audiences</i>	<i>How to utilize stories, culture and technology to transform companies?</i>	<i>The transformation of reality</i>	<i>Five lies about content marketing</i>	<i>Data-driven storytelling and innovative influencer cooperation with great business value with cases from Reima &amp; Ruka, Vapa &amp; Tikkurila and Tallink Silja</i>	<i>How to keep your emotional integrity as an influencer?</i>	<i>Methods and concepts to add business value without losing audiences' trust with cases from Kyrö Distillery, Tea &amp; Twigs and Bonfire Agency &amp; Maksuturva</i>
Allan Askov Christoffersen moderated by Veera Papinoja	Ida Hakola & Ilona Hiila	Jari Ullakko, Miikka Rosendahl and Jani Halme moderated by Katri Saarikivi	Anna Kurkela-Vilén, Ville Halonen and Leena Kivioja moderated by Dr. Vilma Luoma-aho	Päivi Koskela & Mats Lindfors, Mikko Rummukainen and Noora Lindfors & Herbalisti moderated by Riikka-Maria Lemminki	Jenni Rotonen, Mippi Vuorikoski and Briana Johnson moderated by Eva Torra	Mikko Koskinen, Jasmin Arensmeier, Joonas Villanen & Mikael Smeds moderated by Milla Himberg