

EVENTS

A banner for the Marketing Kingdom Tashkent event. It features a logo on the left consisting of a crown inside a circle. To the right of the logo, the text "Marketing Kingdom Tashkent" is displayed in a bold, sans-serif font. Below this, the date "22 NOVEMBER 2013" is written in a smaller font, followed by the cities "BELGRADE / ZAGREB / SARAJEVO / BAKU / TBILISI". At the bottom of the banner, a red bar contains the text "* Uzbekistan's first ever global marketing event!". The background of the banner shows a blurred crowd of people.

 **Marketing Kingdom Tashkent**

22 NOVEMBER 2013
BELGRADE / ZAGREB / SARAJEVO / BAKU / TBILISI

* Uzbekistan's first ever global marketing event!

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SPEAKERS

After the phenomenal success in Zagreb, Belgrade, Baku, Tbilisi, Sarajevo and Tel Aviv, Europe's biggest marketing event is coming to Uzbekistan.

Join us on 22nd November 2013 in Tashkent and hear groundbreaking presentations by some of the world's biggest marketing and communications experts.



Ania Jakubowski Business Capability Director **Coca-Cola**



Marvin Liao Former Commercial Director, Expansion Markets **Yahoo!**



Philip Dewhurst Former Group PR Director **Gazprom Marketing**



Patrick Jephson Former Private Secretary, Princess Diana And Author, *Shadows Of A Princess*



Mary Jo Jacobi US Presidential Advisor And Former Marketing And Communications Director **Shell, BP America, Lehman Brothers And HSBC**



Jonathan Wilson Senior Lecturer, Course Leader Advertising And Marketing Communications **University Of Greenwich UK**



Hubert Grealish Co-Founder & Partner, Strategy & Communications **MPERA Marketing Services**



Irina Pashina Marketing Localization Manager **SAP Global Marketing**



Steffen Ruebke Vice President And General Manager **Henkel Beauty Care**

AGENDA

Marketing Kingdom Tashkent

22 November 2013

Tashkent, Uzbekistan

08.00 Registration And Morning Coffee

09.00 Opening Keynote Presentation

Life After Like Economy: How Social Media Is Changing The Global Marketing World

Hubert Grealish, Co-Founder & Partner, Strategy & CommunicationsMPERA Marketing Services

09.45 **Customer Is King - Engaging Customers With Meaningful Dialogue And Relevant Information**

Steffen Ruebke, Vice President Ad General Manager, **Henkel Beauty Care**

10.30 Networking And Refreshment Break

11.00 **The Art, Language And Mindset Of Game-Changing: Branding, Public Relations And Corporate Communications**

Jonathan Wilson, Course Leader, Advertising and Marketing Communications, **University Of Greewich UK**

11.45 **Content And Connections: Engaging With Consumers, Customers And The Community**

Ania Jakubowski, Business Capability Director, **Coca Cola**

12.30 **Win Your Customer Over With The Perfect Combination Of Social, Local And Mobile**

Irina Pashina, Marketing Localization Manager, **SAP Marketing**

13.15 Lunch For Speakers And Delegates

14.00 **Interactive Mini Workshop: Making Digital Advertising Work For You: Lessons From Silicon Valley**

- Learn and discuss present and new emerging marketing platforms
- Get the tips, tricks and best practices in digital advertising from Silicon Valley
- Work on building effective cross digital media campaigns

Marvin Liao, Former Commercial Director, **Yahoo!**

15.30 Networking And Refreshment Break

15.45 **Lessons Learned From Crisis Management: My Gazprom Experience**

Philip Dewhurst, Senior Advisor, College Hill And Former PR Director, **Gazprom Marketing**

16.30 **Closing Discussion: Building A Strong Global Reputation**

Mary Jo Jacobi, Former Presidential Advisor to George Bush Sr. And Ronald Reagan and Former VP Communications, British Petroluem, **Shell, HSBC And Lehman Brothers**

Patrick Jephson, Private Secretary, **Princess Diana** And Author, Shadows Of A Princess

17.15 End Of Conference

17.30 Exclusive Cocktail With The Speakers

- See more at: <http://www.thepworld.com/pevents/event/60/marketing-kingdom-tashkent#sthash.vKIKPQir.dpuf>