



# European Digital Week

## VIRTUAL EVENT

21 - 26 September 2020

[www.eudw.net](http://www.eudw.net)



### Video and Social Media Marketing Conference

#### Day 1

GMT	Topic	Speaker
10.15-10.22	Official opening Day 1	
10.22-10.38	Your social media	Jonathan Waterman - United Kingdom
10.38-10.52	Content Strategy: Intention to Creation	Mia De Rauch - Australia
10.52-11.07	Video Production in a Covid-19 World	Cristopher Daniels - USA
11.07-11.21	The Power of Personal Branding on LinkedIn	Patricia Setyadjie - Indonesia
11.21-11.36	The Importance of Social Media Channels in Times of Crises	Daniela Schrittenlocher - USA
11.36-11.51	The Death and Rebirth of Influencer Marketing	William Alverson - USA
11.51-12.02	Reach A Digital Generation with Video Marketing	Kevin Roberts - Canada
12.02-12.20	Social Media Strategy for Companies With Multiple Locations	Joel Nomdarkham - Jamaica
12.20-12.31	 Fitness break with <a href="http://www.kamato.io">www.kamato.io</a>	Stretching & Irina Atanasova
12.31-12.50	Brand Authenticity	Julius Francis - USA
12.50-13.04	"VR & AR in the digital world. How to create VR content?"	Ventsislav Lukanov - Bulgaria
13.04-13.32	The Power of Emotions: Animated Video Storytelling in Digital Marketing	Dana Kachan - Poland
13.32-13.47	Coffee Break	
13.47-14.08	Tiny changes, big impact: How to get the most out of your content on social media	Astrid Linser - Germany
14.08-14.28	Stop Doing PR & Pay Attention to People	Anil Dhakane - India
14.28-14.48	Is the marketing mix still a useful concept?	Fernando Vasconcelos - Portugal
14.48-15.25	LinkedIn is the future of business. Let it grow your business on autopilot.	Colette Elting - Netherlands
15.25-15.56	How Video Storytelling Can Propel Your Brand, Build Community, and Get Leads	Desiree Martinez - USA
15.56-16.05	 Fitness break with <a href="http://www.kamato.io">www.kamato.io</a>	Port De Bras & Irina Atanasova

16.05- 16.43	The power of Knowledge Bases in Marketing and Strategy	Rodrigo Passarelli - Portugal
16.43- 17.21	The Power of Social Media and Podcasting when building a brand!	Darren Saul - Australia
17.21-17.56	How to build brand campaigns that don't suck	Marc Binkley - Canada
17.56-17.57	End of the Conference	Total – 07:46 h.

## Day 2

GMT	Topic	Speaker
10.15-10.22	Official opening Day 2	
10.22-10.38	Brand-consumer congruence in a social media environment	Angelika Schlothauer – Germany
10.38-10.57	Why Companies Should Turn to Blogging to Survive COVID-19	Elvina Bulat – Canada
10.57-11.22	Facebook Video Ads: how to tell a story and attract new prospect	Marina Pitzoi - Italy
11.22-11.37	How Social Media Marketing Can Impact Sales?	Smeet Yeolekar, Shraddha Yeolekar – Canada
11.37-11.52	Video content in ABM campaigns	Kyrylo Yevglyevskyy - Ukraine
11.52-12.08	Early Adopter Benefits on TikTok	Audrey Anthony - USA
12.08-12.23	Brands with purpose	Ivan Quinones - Peru
12.23-12.33	 Fitness break with <a href="http://www.kamato.io">www.kamato.io</a>	Port De Bras & Olga Snezhik
12.33-12.54	Enhance your social media dataset to build insightful KPI's	Paolo Margari - Belgium
12.54-13.19	Is your opinion yours?	Kriti Bhatnagar - India
13.19-13.37	Social Media Strategy for Companies With Multiple Locations	Joel Nomdarkham - Jamaica
13.37-13.54	How to create a Visual content marketing strategy with Pinterest	Valentina Tanzillo - Italy
13.54-14.09	Coffee Break	
14.09-14.21	How to connect with audiences to build your business online	Paolo Kernahan, Narrisa Mandol – Trinidad and Tobago
14.21-14.39	How AI helps achieve Brand Resonance?	Pooja Chitnis - Canada
14.39-14.54	How to sell without selling and stand out from the crowd	Liubomira Liubenova - Bulgaria
14.54-15.20	Marketing with benefits.	Ntando Lurwengu – South Africa
15.20-15.44	Which Marketing roles will AI replace by 2026?)	Malay Upadhyay - Canada
15.44-16.14	B2B Marketing in LinkedIn	Lyubomir Atanasov - Bulgaria
16.14-16.25	 Fitness break with <a href="http://www.kamato.io">www.kamato.io</a>	Port De Bras & Olga Snezhik

<b>GMT</b>	<b>Topic</b>	<b>Speaker</b>
16.25- 17.08	What does social commerce mean?	Valentina Vellucci - Italy
17.08- 17.48	How B2B companies can use Instagram in 2020	Kate Busby - Spain
17.48-18.22	How to sell courses and create an online academy and subscription	Simone Grossi - Italy
18.22-18.31	How to ace your LinkedIn game	Mandar Marathe - India
18.31- 18.44	Tips & Techniques for generating content for a blog	Rosa Elena Torres - Canada
18.44 - 19.04		Lyubomir Dutsolov -Luba6ky Bulgaria
19.04-19.05	End of the Conference	Total – 08:58 h.


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International Conference**


**23-24 September 2020**  
[www.vsmmic.com](http://www.vsmmic.com)

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