

OPTIMISE BUDGETS

IN TIMES OF CRISIS

GO ONLINE

SEMINAR, BRUSSELS

## PROGRAMME

12.15–13.00	INSCRIPTION
13.00 WELCOME SPEECH	<b>FILIP LUGOVIĆ,</b> Marketing Manager of EUobserver
13.10–14.00	<b>SWITCHING CAMPAIGNS FROM TRADITIONAL TO ONLINE MEDIA</b> <b>ALAIN HEUREUX,</b> President of IAB Europe and IAB Belgium
14.00–15.00	<b>TOOLS FOR LOW BUDGET MARKETING CAMPAIGNS EMAILING AND BLOGGING</b> <b>TAMARA GIELEN,</b> Independent Marketing Consultant
15.00–15.30 COFFEE BREAK	<b>MILK OR SUGAR?</b>
15.30–16.30	<b>SOCIAL MEDIA &amp; HOW TO START A CAMPAIGN</b> <b>CHARLES CROUCH,</b> Former Business Manager at Apple Worldwide and now e-Business Specialist and lecturer at Boston University
16.30–17.15	<b>SEARCH ENGINE MARKETING, GOOGLE ADS AND YOUTUBE</b> <b>NATACHA DEBOCK,</b> Industry Head, Google, Belgium
17.15–18.15 CLOSING SPEECH	<b>DISSECTING THE HIGHLY SUCCESSFUL US PRESIDENTIAL CAMPAIGN OF BARACK OBAMA</b> <b>MATTHEW MCGREGOR,</b> Head of Blue State Digital UK
18.15–19.30 SOCIALIZING	<b>NETWORKING COCKTAIL</b>

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