

**ICT**

**SPRING**  
EUROPE 2015



**19**  
&  
**20**  
MAY

**ICT SPRING EUROPE 2015**  
INNOVATING THE CUSTOMER EXPERIENCE



**DIGITAL STRATEGIES**



**USER EXPERIENCE**



**FINTECH**

[WWW.ICTSPRING.COM](http://WWW.ICTSPRING.COM)

# AN EXCITING ARRAY OF FANTASTIC OPPORTUNITIES



**4000 key decision makers** in IT, finance, web marketing, investors, entrepreneurs, start ups etc. in one room

The globe's most inventive and fastest growing **start ups** in attendance



Attendees from over **70 countries** – the e-world gathers, come and join the conversation!

The opportunity to build strong **relationships and partnerships with visionary decision makers** and investors will arise



**An exclusive program of seminars and presentations** delivered by some of the world's biggest names in technology and marketing

The chance to view the **latest and greatest technological** advances and global innovations in an exclusive exhibition



An exciting program of entertainment including the unmissable **Gala Dinner** and unforgettable evening party

## DIGITAL TRACK

### ELITE BRANDS

- Sport. Fashion. Music : the digital excellence

### MEDIA FACTORY

- Rising stars in an expanding universe

### ARTS & CULTURE NEW BUSINESS MODELS

- Culture. Arts. Collectibles: Passion Marketing revisited

### DIGITAL NATION BRANDING: THE SOFT POWER

- From branding to reputation, experts view on nations and cities digital branding

## USER EXPERIENCE TRACK

### USER EXPERIENCE REVOLUTION

- More efficient user interfaces and investment in customer experience are the keys

### ENDORSEMENT & ENTERTAINMENT

- From brand integration to celebrity endorsement

### THE FUTURE OF PURCHASING PATTERNS

- How Gen Z shopping is shaping the future of retail

### THE OMNICHANNEL PARADIGM

- Winning strategies to unify channels

## FINTECH TRACK

### THE NEW DAWN OF BUSINESS GROWTH

- Groundbreaking ways to use your technological assets

### MONEY & PAYMENT INNOVATION: THE RISE OF NON-BANKS

- Newcomers in the financial services value chain challenging physical banks

### PROTECTING PERSONAL DATA

- How innovation-centric security (biometrics & devices) can secure personal and business data

### BUSINESS AND TECHNOLOGICAL DEFENSES AND WEAPONS

- The new art of war



# 2015 SPEAKERS

**JULIE DEMARIGNY** VP OF INTERNATIONAL  
WARNER BROS DIGITAL

**ANDREW NG** CHIEF SCIENTIST  
BAIDU

**FABIO GALLO** DIGITAL BUSINESS DEVELOPMENT MANAGER  
FC BARCELONA

**DIDIER RAPPAPORT** CEO/DIRECTEUR HAPPN  
CO-FOUNDER, DAILYMOTION

**SARAH HERZ** HEAD OF DIGITAL  
CONDÉ NAST

**WALID CHAMAK** HEAD OF DIGITAL PARTNERSHIPS  
EURONEWS

**IGOR & GRICHKA BOGDANOV** TV ANIMATORS & PRODUCERS

**ANDY ETCHES** DIGITAL MANAGER  
MANCHESTER CITY FOOTBALL CLUB

**HARRIE VOLLAARD** HEAD OF INNOVATION  
RABOBANK

**FRANK SCHWAB** CEO  
FIDOR TECS

**DON GINSEL** CO-FOUNDER  
HOLLAND FINTECH

**PIERRE ORLAC'H** DIRECTEUR BRAND PUBLISHING  
GENTSIDE

**LAURA BOKOBZA** EXECUTIVE VICE PRESIDENT  
& CHIEF MARKETING OFFICER, ALDEBARAN ROBOTICS

**ROBERT TEAGLE** EMEA IT DIRECTOR  
STARBUCKS

**CHUCK CANTRELL** HEAD OF ECOMMERCE SOLUTIONS  
CLARKS

**RUPERT KEELEY** CEO EUROPE & SENIOR VP EMEA  
PAYPAL

**LYROD LEVY** CO-FOUNDER  
WEELEO

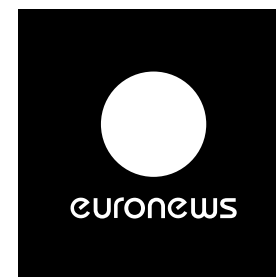
**JOHN BROXIS** MANAGING DIRECTOR  
MYBANK

**...AND MORE ON [WWW.ICTSPRING.COM](http://WWW.ICTSPRING.COM)**

# FEATURED BRANDS



CONDÉ NAST



## **ICT SPRING EUROPE SHOWCASES HIGH PROFILE DIGITAL INNOVATORS AND PROVIDES A UNIQUE REACH TO COMPANIES THAT ARE MARKETING FROM LUXEMBOURG TO A WIDER INTERNATIONAL AUDIENCE.**

It also partners up with for its sponsors, developing Marketing campaigns and efficient tools for them:

- Media partners worldwide: 62
- International PR and direct marketing campaigns
- Meetings and demos with journalists
- Exhibiting & speaking opportunities
- Networking and dining solutions
- Various sponsoring packages tailored to your budget and objectives
- Dedicated side events

Show your trailblazing innovations, meet new partners and enlarge your brand awareness!

## **CROWDSOURCING / CROWDFUNDING ACADEMY**

The essential toolbox

## **STARTUP AREA**

150 startups from 42 countries

## **AI&ROBOT AREA**

You won't believe your eyes

## **DRONE DEMO AREA**

I believe you can fly

## **SOCIAL TOURS**

Have some fun, discover the unexpected

## **MORPHEUS CUP**

European digital high schools championship



**AN IDEA: JOIN US!**



## CONTACT

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**THANK YOU FOR  
YOUR ATTENTION !**