


IZMENI SOZNANIE

The Future is Now
Program

May 24th – 27th, 2019, Hong Kong, China	
Time	Activity
May 24th - IZMENI SOZNANIE First Business Day	
10.05 am – 12.00 noon	Arrival of Group 1, transfer from the airport for business lunch
1.00 pm – 3.00 pm	Business lunch at ClubOne Restaurant (16 Beach Rd, Repulse Bay, Hong Kong) for Group 1
3.00 pm – 4.00 pm	Transfers to the hotel
4.00 pm	Check-in, leisure time
May 25th - IZMENI SOZNANIE First Business Day	
10.05 am – 12.00 noon	Arrival of Group 2, transfer from the airport for business lunch
1.00 pm – 3.00 pm	Business lunch at ClubOne Restaurant (16 Beach Rd, Repulse Bay, Hong Kong) for Group 2
7.00 pm – 9.00 pm	Business dinner at Ngong Ping Garden Restaurant (Gong ping 360, Tung Chung Lantau, Hong Kong)
3.00 pm – 4.00 pm	Transfers to the hotel
4.00 pm	Check-in, leisure time
May 26th - IZMENI SOZNANIE First Business Day Meeting Room at Kowloon Shangri-La Hotel 5* (64 Mody Road, Tsim Sha Tsui, Hong Kong)	
9.45 am – 10.15 am	Welcome coffee
Part 1: TECHNOLOGICAL REVOLUTION AROUND THE GLOBE	
10.15 am – 10.20 am	Why Did the Technological Revolution Happen? Gleb Sakhrya, Izmeni Soznanie
10.20 am – 11.10 am	Unicorn or Dragon – Tap into Chinese Market for Growth Bo Ji, Cheung Kong Graduate School of Business
11.10 am – 11.40 am	E-Commerce in Social Media: Yesterday in China, Tomorrow in Russia? Oleg Lebedev, AliExpress
11.40 am – 12.15 pm	Embrace Generation Z, Win The Moment Steven Zhang, TikTok
12.15 pm – 12.30 pm	Coffee break
12.30 pm – 1.05 pm	Digital Revolution in Art Andrey Alekhin, Snark.art
1.05 pm – 1.50 pm	Artificial Intelligence: Paths To The Future Ivan Yamshchikov, Max Planck Institute for Mathematics in the Sciences, ABBYY, Created Labs
1.50 pm – 2.20 pm	Neural Interfaces: People Are Greater Than Machines Arsen Revazov, Blondinka.ru
2.20 pm – 2.40 pm	How To Survive In The New Digital Reality? Ivan Bantsekin, Boston Consulting Group
2.40 pm – 3.20 pm	Lunch
Part 2: TECHNOLOGICAL REVOLUTION IN RUSSIA	
3.20 pm – 3.50 pm	Future: Already Here Or Still There? Mikhail Tsuprikov, Mediascope

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3.50 pm – 4.35 pm	Guests From The Future: Companies Born In The Digital Era <i>Panel discussion and short reports</i> Moderated by: Maria Donskikh, Dentsu Aegis Network Russia
4.35 pm – 5.10 pm	Upward Movement or Digital Transformation. Frank Talk with the Business Environment <i>Panel discussion</i> Moderated by: Maxim Tadevosyan, Rambler Group & Olga Barskaya, OMD OM Group
5.10 pm – 5.25 pm	Coffee break
5.25 pm – 5.40 pm	'Screw You' & Debates. Furious Fist of a Programmatic in Hong Kong Regular 'one-to-one' debates Moderated by: Vadim Melnikov, Melnikov IE
5.40 pm – 6.10 pm	The Code of Ancient Digital HR Insights <i>A one-act historical period drama by Kung Fu Panda and Master Shifu</i> Roman Tyshkovskiy, Odgers Berndtson & Nikolay Shestakov, Adventum
7.00 pm – 9.00 pm	Business dinner at Riviera Restaurant (55-57 Tai Chung Kiu Road, Sha Tin, Hong Kong)

May 26th - IZMENI SOZNANIE Second Business Day
Meeting Room at Kowloon Shangri-La Hotel 5*
(64 Mody Road, Tsim Sha Tsui, Hong Kong)
IZMENI SOZNANIE LAB

10.15 am – 10.30 am	Welcome coffee		
STREAM 1		STREAM 2	
10.30 am – 12.30 pm	The Future Of Advertising - 2 Vitaliy Bykov, REDKEDS Experiments: Best Cases (based on the vote results) How People Stole Buzova From A Pyaterochka, While LAY'S Sales Grew Natalia Baskind & Maria Arkannikova, PepsiCo; Sergey Efimov, OMD OM Group How To Build A 100M Company During One Year Arsen Revazov, Blondinka.ru & Ilya Gubarev, Media Machines Lab Don't Shoot The Messengers (Or Better Love Them!): Best Creative Cases Max Osipov & Sasha Poleskiy, Facebook Situational Marketing During The World Cup: From A Product To Time-To-Market In 12 Hours Vladislav Kreinin, Sberbank	10.30 am – 12.30 pm	Will They Take Us To The Future? <i>Team Workshop</i> Moderated by: Karina Basharova, a coach for top managers and highly successful teams, a participant to the Marshall Goldsmith 100 Coaches Pay It Forward Europe
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	<p>AI & Attention-Based Ads. In Pursuit Of Consumer's Attention Ivan Paryshev, AstraOne & Nikolay Kiselev, IMHO</p> <p>Digital Detox As A Tool For Subscriber Base Growth Artem Lopukhin, Vimpelcom, PJSC & Marina Suleimanova, Starcom</p>		
12.30 pm – 12.40 pm	Coffee break	12.30 pm – 12.40 pm	Coffee break
12.40 pm – 1.10 pm	<p>Strepsils Vs. Nurofen. Whose Pain Is More Intense? Tatyana Kizilova, Reckitt Benckiser & Sergey Zakharov, Havas Media</p> <p>An Idiom. Online 2 Offline - Now Not Just Conference Blah Blah Blah Tatyana Kashchenko, VK</p>	12.40 pm – 2.40 pm	<p>Forecasts of Trends, Tools, And Segments (based on the vote results)</p> <p>Moderated by: Vladimir Todorov, Rambler Group</p> <p>What Sex Will Look Like In The World Of Robots? What Will Turn On Everyone In The Next Five Years? (18+) Sergey Efimov, OMD OM Group & Dmitry Fedoseyev, OMD RESOLUTION</p> <p>Data: A Craze or A Good Tool? Yelena Kaplieva, MTS & Darya Konstantinova, TRMPLN</p> <p>App-For-Everything: Opportunities For Everyone Alexander Khudoley, Segmento</p> <p>The Most Successful Abstraction in Advertising, or the Tale of How Demographic Targeting Visited Digital Sergey Korenkov, GPM-Digital</p> <p>Why The Media Retailer Will Be A New Wave Of Growth For The Digital Market Alexander Kubaneishvili, dunnhumby</p> <p>How We All Will Live Without Media Alexey Ametov, LAM</p> <p>It's Time Now To Blur The Lines Between Media Artem Pulikov, MaximaTelecom</p> <p>I Look Like Brad Pitt Through My iPhone: AR/VR Trends Max Osipov & Sasha Poleskiy, Facebook</p> <p>Online Ad Techniques On TV: A Case Of Launching CRF Data Based Placements On Reg TV Andrey Molev, Dentsu Aegis Network Russia</p>
1.10 pm – 2.40 pm	<p>Experiments: Best Anti-Cases (based on the vote results)</p> <p>Sad and Funny Cases: Frequency Purity, Data Accuracy, and Showcase Efficiency Mikhail Shklyayev, Dentsu Aegis Network Russia</p> <p>3 Things Every Marketer Does Year After Year, But Which Actually Do Not Work Artem Zakharov, ADV Lab</p> <p>How To Promote A Competitor (And Other Bad Tips For Digital Audio Advertising) Yulia Dyachenko, Mail.Ru Group/Digital Audio</p> <p>Reinventing Yourself Kseniya Sklyarova & Natasha Grishkina, Criteo</p> <p>Big Businesses Visualize Real-Time Data: Essential Things For Implementation FAILURE! Natalia Baskind, PepsiCo & Sergey Efimov, OMD OM Group</p>		
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2.40 pm – 3.40 pm	Lunch
10.00 pm – 2.00 am	Farewell Gala Dinner at DUDDELL'S Restaurant (Level 3, Shanghai Tang Mansion 1 Duddell Street, Central, Hong Kong)*
May 28th - Departure to Moscow for Group 1	
7.30 am – 8.00 am	Check-out, meeting in the hotel lobby, transfer to the airport
11.35 am	Departure to Moscow
May 29th - Departure to Moscow for Group 2	
7.30 am – 8.00 am	Check-out, meeting in the hotel lobby, transfer to the airport
11.35 am	Departure to Moscow

O.V. Tishchenko
CEO
IZMENI SOZNIANIE Company

