


**IZMENI SOZNANIE**
  
**The Future is Now**  
**Program**

<b>May 24th – 27th, 2019, Hong Kong, China</b>	
Time	Activity
<b>May 24th - IZMENI SOZNANIE First Business Day</b>	
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
<b>May 25th - IZMENI SOZNANIE First Business Day</b>	
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
<b>May 26th - IZMENI SOZNANIE First Business Day Meeting Room at Kowloon Shangri-La Hotel 5* (64 Mody Road, Tsim Sha Tsui, Hong Kong)</b>	
9.45 am – 10.15 am	<b>Welcome coffee</b>
<b>Part 1: TECHNOLOGICAL REVOLUTION AROUND THE GLOBE</b>	
10.15 am – 10.20 am	<b>Why Did the Technological Revolution Happen?</b> Gleb Sakhrai, Izmeni Soznanie
10.20 am – 11.10 am	<b>Unicorn or Dragon – Tap into Chinese Market for Growth</b> Bo Ji, Cheung Kong Graduate School of Business
11.10 am – 11.40 am	<b>E-Commerce in Social Media: Yesterday in China, Tomorrow in Russia?</b> Oleg Lebedev, AliExpress
11.40 am – 12.15 pm	<b>Embrace Generation Z, Win The Moment</b> Steven Zhang, TikTok
12.15 pm – 12.30 pm	<b>Coffee break</b>
12.30 pm – 1.05 pm	<b>Digital Revolution in Art</b> Andrey Alekhin, Snark.art
1.05 pm – 1.50 pm	<b>Artificial Intelligence: Paths To The Future</b> Ivan Yamshchikov, Max Planck Institute for Mathematics in the Sciences, ABBYY, Created Labs
1.50 pm – 2.20 pm	<b>Neural Interfaces: People Are Greater Than Machines</b> Arsen Revazov, Blondinka.ru
2.20 pm – 2.40 pm	<b>How To Survive In The New Digital Reality?</b> Ivan Bantsekin, Boston Consulting Group
2.40 pm – 3.20 pm	<b>Lunch</b>
<b>Part 2: TECHNOLOGICAL REVOLUTION IN RUSSIA</b>	
3.20 pm – 3.50 pm	<b>Future: Already Here Or Still There?</b> Mikhail Tsuprikov, Mediascope

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# The Future is Now

## Program

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

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

