



BUCHAREST - SEPTEMBER, 26-28

# EUROPEAN SUMMIT 2007

EUROPE. CONTINUOUS CHANGE



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### Summit Program

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#### September 26th – Palace of Parliament Venue

Access point from Natiunile Unite Blvd. – Libertatii Blvd crossroads  
Access Entrance C1

#### Registration Day

- 18:00 Participants to pick up badges from the Registration Desk (full access badges)  
**Important note:** *Please don't forget to have the badge with you all the time, as the access within the Parliament Palace is under strict security supervision*
- 19:00 Welcome Drink and Opening of **ACT Exhibition** (C1 Hall and Tache Ionescu Hall)
- 20:00 Welcome Dinner (Unirii Hall)  
Official Opening - Welcome Speeches  
Mr. Felix Tataru (President, IAA Romanian Chapter)  
Mr. Joseph Ghossoub (IAA Chairman and World President)

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#### September 27th – Palace of Parliament Venue

- 8:30-9:15 **Guests Arrival**  
Participants to pick up badges from the Registration Desk (section A badges)  
Please be aware that the access is done through security gates. Don't forget your badge.
- 9:30-9:45 **Summit Opening Speeches** - (I.C. Bratianu Hall)  
Summit Host – Ms. Diana Flutur (Summit Director)  
Mr. Felix Tataru (President IAA, Romanian Chapter)  
Mr. Traian Basescu (President of Romania)
- 9:45-11:25 **Section A – Communication Planning & Research** (I. C. Bratianu Hall) Sponsored by  
**Keynote Speakers (presentations and Q&A)**

*“Inspiring Excellence in Communication”*

Mr. Joseph Ghossoub (IAA Chairman and World President)

*“An Introduction of the Day – Where is the Communication Planning Going”*

Mrs. Deborah Malone, (Publisher, Internationalist magazine)

*“Making Communication Planning Real”*

Mr. Charles Stopford (Global Media Director, Unilever)

*“Innovation in a Changing Media Landscape”*

Mr. Peter Slaughter (Advertisement Production and Operations Director, Financial Times)

*“Ambient Media - New-Fashioned Ways to Communicate to Oversaturated Consumers”*

Mrs. Daniela Krautsack (Managing Director, Magic Moments / a MediaCom Unit)

▪ 11:25-11:45

**Coffee break** (Tache Ionescu Hall)

▪ 11:45-13:25

**Section A – Communication Planning & Research** (I. C. Bratianu Hall)  
**Keynote Speakers (presentations and Q&A)**

*“For Better or for Worse - Relationships that work”*

Mr. Lakish Hatakar (Integrated Communication – Procter & Gamble CEEMEA)

*“The Challenges and Opportunities for Marketers as Their Audiences Refer to Digital Content”*

Mr. Steve Garton (Global Head of Media, Synovate)

*“Creativity. Differentiator and Enhancer of Today’s Business. (The importance of Cannes Lions Festival for the Industry of Marketing and Communication)”*

Mr. Philip Thomas (CEO, Cannes Lions International Advertising Festival)

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▪ 13:25-14:30

**Lunch break** (Unirii Hall)

▪ 13:45–14:15

Participants to pick up badges from the Registration Desk (section B badges)

▪ 14:30-16:30

**Section B – Legislation and Self Regulation** - (C.I. Bratianu Hall)  
**Keynote Speakers (presentations and Q&A)**

Sponsored by



**ROMPETROL**

*“The Advantages of Well Established Self Regulation Systems”*

Mr. Donato Chiarini (Ambassador, Head of European Commission Representation in Romania)

*“Self-Regulation - The Most Effective Tool for a Responsible Commercial Communication”*

Mr. Jean Pierre Teyssier (Chairman of European Advertising Standards Alliance)

*“How does the Communication Industry Face the Challenges of Responsibility?”*

Mr. Jacques Bille, (IAA Vice President. European Union Affairs)

*“Pre-Production Advice for Advertising - Why and How”*

Mr. Kristoffer Hammer, (Editorial Standards Manager, Broadcast Advertising Clearance Centre, UK)

*“Code-Based Self Regulation: Challenges and Paths Forward”*

Mr. Davis Hodge (Rapporteur for the International Chamber of Commerce Task Force on Marketing and Advertising Self-Regulation)

▪ 16:30-16:50

**Coffee break** (Tache Ionescu Hall)



Mr. Richard Hunt (Founder, AAR - Czech Republic)

- 13:00-13:15 *"IAA CSR Road Map"*  
Mr. Michael Lee (Executive Director, IAA Worldwide)
- 13:15-13:30 **Closing Speech of the Summit** (I. C. Bratianu Hall)  
Mr. Erich Buxbaum (IAA Vice President, Area Director Europe)  
Mr. Felix Tataru (President of IAA, Romanian Chapter)
- 13:30 **Departure to hotels and airport**
- PM **Free Program** for guests who want to spend their weekend in Bucharest/country

Note: The organizers and the speakers reserve the right to modify the program and the themes presented

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