

Cristal program

Wednesday, December 12

DAY 1

09:00am - 12:00pm

DEPARTURE

Paris-Geneva: Cristal Train

12:00pm - 02:00pm

GENEVA TO SAMOËNS

Lunch break & Check in

02:00pm - 04:45pm

FREE TIME

04:45pm - 07:05pm

OPENING

04:45pm - 05:00pm

CRISTAL MEDIA & ADVERTISING SUMMIT OPENING SPEECH

Franck Papazian - President - MediaSchool Group
Jean-Jacques Grandcollot - Mayor - Samoëns

05:00pm - 05:08pm

READY, SET, GO

Novlaine Ben Briq - Chief Operation Officer - Cristal

05:08pm - 05:18pm

THE CHECK IN WITH FRANCK

Franck Papazian - President - MediaSchool Group

05:19pm - 06:32pm

THE FANTASTIC 5

Laurent Habib / President - AACCC & Babel
Raphael De Andreis / Chairman & CEO - Udecam & Havas Village
Sylvia Tassan Toffola / General Manager & President - TFI Publicité & SRI
Jean-Luc Chetrit / General Manager - UDA
Frederic Olivennes / Managing Director & President - Weborama & IAB
Audrey Pulvar / President - Human & Nature Foundation

06:35pm - 06:45pm

BRANDS! BRANDS! BRANDS!

Patrice Begay / Communication & Excellence Executive Director - Bpifrance

06:45pm - 07:05pm

ARTIFICIAL INTELLIGENCE

IN EUROPE: STUDY BY EY

David Naim / Partner - EY Consulting

07:10pm - 08:30pm

COCKTAIL

Enjoy!

07:40pm - 08:10pm

AI, TECHNOLOGY AND US

BY HAROUN

Haroun / Comedy Show

08:15pm - 10:00pm

DINNER

Enjoy your meal!

10:00pm - 03:00am

CRISTAL NIGHT

Enjoy!

Thursday, December 13

DAY 2

09:00am - 12:00pm

SKI RACE BY FUSALP

Upon Registration

GYM & SPA

CREATIVE WORKSHOP

BY GOÛT D'IDÉES

Upon Registration →

12:00pm - 02:00pm

LUNCH

Enjoy!

02:00pm - 06:00pm

KEYNOTES

02:00pm - 03:00pm

AI & ETHICS: IN AI WE TRUST

Patrick Albert / Founder - CommonAls
Matthieu Somekh / CEO - Zebox
Eve Laurier / General Manager - Edelman Montreal
Emeric Lopez / AI & Development Director - Microsoft

03:00pm - 03:38pm

DO YOU SPEAK MACHINE?

Animated by Audrey Pulvar
Marjolaine Grondin / Founder - Jam
Lara Rouyres / CEO - Visualbot.ai

03:36pm - 04:00pm

DO YOU WRITE MACHINE?

Nick Rockwell / CTO - New York Times
Claude De Loupy / CEO - Syllabs

04:00pm - 05:46pm

CRE(AI)TIVE PLAYGROUND

Charlotte Abramow / Photograph & Film Director
Anne Boussarie / VP Sales France, Germany & North Europe / Getty Images
Olivier Reynaud / Founder & CEO - A***
Richard Frankel / Global Creative Director - Spotify
Andre Manoukian / Musician

05:46pm - 06:14pm

SENSES & EMOTIONS

Guile Lindroth / Brand Content&AI Director - Realbotix
Jade Le Maitre / CTO & Co-founder - Hease Robotics

06:14pm - 06:50pm

CHINA NO LIMIT

Sonia Szczerbinski / Founder - The Value Factory

07:30pm

COCKTAIL

Enjoy!

08:30pm - 10:00pm

DINNER

Enjoy your meal!

10:00pm

WHISKY TASTING

La Maison du Whisky

ANDRÉ MANOUKIAN

Jazz Masterclass

Friday, December 14

DAY 3

09:00am - 12:00pm

SKI, GYM & SPA

MAD MAKERS & MAD SCHOOL JURIES

Private session →

CREATIVE WORKSHOP

BY GOÛT D'IDÉES

Upon Registration →

12:00pm - 02:00pm

LUNCH

Enjoy!

02:30pm - 04:00pm

WHAT ABOUT US?

A CREATIVE MIND
Shun Matsuzaka / Digital Creative Director - McCann Malaysia

OUR HUMAN BRAIN

Fanny Nusbaum / Psychologist - PSYRENE Center

THE TRUTH BEHIND AI:

Alexandre Pachulski / Cofounder & CPO - Talentsoft

SOCIETY

Paul Duan / CEO - Bayes Impact
Raouti Chehik / CEO & Chief Adoption Officer
Eura Technologies - Sigfox
Patrick Albert / Founder - CommonAls
Emeric Lopez / AI & Development Director - Microsoft

THE MILLENIAL'S VIEW

Faissal Berkani / Student - IEJ
Valentin Demay / Student - IEJ
Alice Grisol / Student - IEJ
Hannah Phillipson / Student - IEJ

05:00pm - 07:00pm

CRISTAL MAD AWARDS

Ceremony animated by Bruce Toussaint

07:30pm

COCKTAIL

Enjoy!

08:30pm - 10:00pm

DINNER

Enjoy your meal!

10:00pm - 3:00am

PARTY

10:00pm - 11:00pm

L'IMPÉRATRICE

Showcase

11:00pm - 03:00am

JEAN BASKET

DJ Set & Closing Party (Big Surprise)

Saturday, December 15

DAY 4

09:00am - 12:00pm

SKI, GYM & SPA

12:00pm - 02:00pm

LUNCH

Enjoy!

02:00pm - 03:00pm

SAMOËNS TO GENEVA

04:29pm - 07:49pm

DEPARTURE

Geneva-Paris: Cristal Train

THE END

Merry Cristal