



16-20 Dec. 2014  
Courchevel, France

# Programme 2014

 #crystalfestival |  cristal.festival



*Teads*<sup>tv</sup>

REINVENTING VIDEO ADVERTISING

## The Teads Way

We have pioneered new technology that transforms the way video advertising is delivered on desktop and mobile devices.

We are dedicated to creating innovative new formats, which open up premium inventory, engage users, are 100% viewable by design and charged only on completion.

REINVENTING VIDEO ADVERTISING  
TEADS.TV

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& dinners agenda** .7

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OFFICIAL PARTNERS

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ASSOCIATE PARTNERS

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Official Outfit Provider



WITH THE SUPPORT

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## MEDIA PARTNERS



## INSTITUTIONAL PARTNERS



# WE KNOW YOUR NEXT CUSTOMER.

RadiumOne est une plateforme publicitaire programmatique qui permet aux marques d'activer en RTB sur tout device les datas issues de leurs points de contact (site, applis mobiles, réseaux sociaux, CRM, campagnes marketing...).

RADIUMONE™

WE KNOW YOUR NEXT CUSTOMER.

[salesfr@radiumone.com](mailto:salesfr@radiumone.com)

# AGENDA

- > Lunches
- > Cocktail Receptions
- > Dinners



WIFI: CristalFestival\_2014

 #cristalfestival |  cristal.festival

# Tuesday, December 16<sup>th</sup>

BRAND ENTERTAINMENT & CONTENT

Lunch

>1 - 2.30pm | **Official Cristal Lunch**..... @Hotel Mercure

Cocktail Reception & Dinner

>6.30pm | **Official Cristal Cocktail Reception**....@Congress Center

>9pm | **Official Cristal Dinner**..... @Chalet de Pierres

>Followed by | **Official Cristal Bar**..... @Le Kudeta

# Wednesday, December 17<sup>th</sup>

BRAND ENTERTAINMENT & CONTENT

Lunch

>1 - 2.30pm | **Official Cristal Lunch**..... @Hotel Mercure

Cocktail Reception & Dinners

>6.30pm | **Official Cristal Cocktail Reception**....@Congress Center

>9.30pm | **Official Cristal Dinner**.....@Pillatus\*

>9.30pm | **Private Cristal Academy Dinner**.....@Pillatus\*  
*(open to the Cristal Academy members only)*

>9.30pm | **Private Dinner**.....@La Cabane des Bûcherons\*  
*(by invitation only)*

Sponsored By **RADIUMONE™**  
WE KNOW YOUR NEXT CUSTOMER.

>Followed by | **Official Cristal Bar**..... @Le Kudeta

## Lunches

- >1 - 2.30pm | **Official Cristal Lunch**.....@Hotel Mercure
- >1 - 2.30pm | **Private Advertisers Grand Jury & Global Leadership Council Lunch**..... @Saint Roch\*  
*(by invitation only)*
- Sponsored By 
- >1 - 2.30pm | **Private Women Academy Lunch**..... @Le Lana\*  
*(open to the women attending the Cristal Festival)*
- Sponsored By  & 
- Conference held by  
FRANÇOISE HERNAEZ-FOURRIER - Director of Strategic Planning, **IPSOS**

## Cocktail Reception & Dinners

- >6.30pm | **Official Cristal Cocktail Reception**...@Congress Center
- Sponsored By 
- >9.30pm | **Official Cristal Dinner**..... @Le Chabotté\*
- Sponsored By 
- >9.30pm | **Private Advertisers Grand Jury & Global Leadership Council Dinner**..... @Le Chabichou  
*(by invitation only)*
- Sponsored By 
- >Followed by | **Official Cristal Bar**.....@Le Kudeta
- \*A special shuttle will leave to the restaurants from the Mercure and Congress center's parking

## Cocktail Reception & Lunches

>12.30 - 1pm | **AACC Customer Marketing Cocktail Reception**..... @Congress Center

Sponsored By



>1 - 2.30pm | **Official Cristal Lunch**..... @Hotel Mercure

>1 - 2.30pm | **Private Advertisers Grand Jury & Global Leadership Council Lunch**..... @Le K2\*  
*(by invitation only)*

Sponsored By



Microsoft

## Cocktail Reception & Dinners

>6.30pm | **Official Cristal Cocktail Reception**.....@Congress Center

Sponsored By



>9.30pm | **Official Closing Gala Dinner**..... @Chalet de Pierres

>Followed by | **Official Cristal Bar**..... @Le Kudeta

\*A special shuttle will leave to the restaurants from the Mercure and Congress center's parking

# > PROGRAMME 2014

The Cristal Festival, our 4-day event consists of more than **80 conferences & speakers** (from 16 to 20 of December)!

The programme is structured around **2 key themes**:

Content creation, brand entertainment and sports marketing:

## **Brand Entertainment & Content**

*A New Era for creativity*

**> December 16 & 17**

Digital Marketing, Advertising Technology and Innovation:

## **Marketing Innovation & Data**

**> December 18 & 19**

All the conferences will be moderated by



VALÉRIE ZARKA  
—  
CEO & Founder  
**More than digital**  
France & Israel

theDIGITAL



WIFI: CristalFestival\_2014

 #cristalfestival |  cristal.festival

10 tenthwave



Adap.TV

Aol.



corbis



grupo abc,

COOLBRANDS



BRAND ARC



iab.france

BRANDCELEBRITIES



ZenithOptimedia  
The ROI Agency

YuMe



IN FLUENCIA



ratecard

goodvertising agency



meltygroup

himedia group  
Empower your digital business

MRM // McCANN more than DIGITAL

Yandex

MEDIACOM  
People first, better results

RadicalMedia™

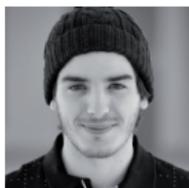


>10.30 - 11.30am | **Short List**..... @Bach Room

Sports Marketing / Brand Culture / PR / Design

>11.30am - 1pm | ..... @Grand Auditorium

## > BRAND CONTENT SESSION



BENJAMIN DURAND

—  
Founder

**Bealder**

*iBeacon, the next revolution !*



SANDRINE PLASSERAUD

—  
Managing Director

**We Are Social**

*Social Thinking vs. Social Tactics*



QUENTIN BORDAGE

—  
Managing Director

**Brand & Celebrities**

*Celebrity Marketing: from  
Alchemy to Science*

**BRANDCELEBRITIES**



ANIA JAKUBOWSKI

—  
General Manager Poland & Baltic

**Coca-Cola**

Poland

*For the love of sport*



Lunch

>1 - 2.30pm | **Official Cristal Lunch**..... @Hotel Mercure

>2.30 - 4pm

.....@Grand Auditorium

## > SPORT MARKETING SESSION



PHILIPPE LACOSTE

– Chairman

**Fusalp**

*Sports marketing as a brand-building tool*



SIMON SCHWAIGHOFER

– Creative Director

**Red Bull Creative**

Austria

*Red Bull Creative. Just sport is not enough*



LUCIEN BOYER

– President & Global CEO

**Havas Sport & Entertainment**

France/UK

*Fans, Passions & Brands (Case Study)*



## > MUSIC SESSION



TIM MILES

– Senior Creative Sync Manager

**Warner Records UK**

UK

*The Real Value of the Right Track*



TED COHEN

– Managing Partner

**TAG Strategic**

USA



>4 - 6pm

@Grand Auditorium

## > BRAND CONTENT SESSION



BRIAN EDELMAN

—  
CEO

**Rain**

USA

*Content: It's All Semantic*



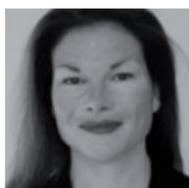
GLEN CONDIE

—  
Director

**Wonder**

Australia

*Can't Buy Me Love*



PENNY HARRIS

—  
VP Sales International

**AOL**

UK

*Everything you need to know about  
Premium, Original Video (at scale)*

**Aol.**



GEORG RAMME

—  
Managing Director

**Endemol beyond GmbH**

Germany

*Beyond Branded Content : Cases  
and Learnings*



PETRA KROOP

—  
Director Brand Integration

**SevenOne AdFactory**

Germany

*Implementing Branded Entertainment  
with Success*



## Cocktail Reception & Dinner

>6.30pm | **Official Cristal Cocktail Reception**.....@Congress Center

>7.30pm | **Awards Ceremony**..... @Grand Auditorium

### | **Opening Speech by**



CHRISTIAN CAPPE

–  
Founder & CEO

**Cristal Events**

/ Sports Marketing

/ Brand Culture

/ PR

/ Design

>9pm | **Official Cristal Dinner**..... @Chalet de Pierres

>Followed by | **Official Cristal Bar**..... @Le Kudeta

>10 - 11am

| **Short List**..... @Bach Room

Brand Entertainment & Content / Press, Print Craft, Outdoor /  
Integrated / Film Craft

>10 - 11am

| ..... @Grand Auditorium

## > RESEARCH SESSION



FRANÇOISE HERNAEZ-FOURRIER

–  
Director of Strategic Planning

**IPSOS**

*Effective Brand Expressions*



CORINNE IN ALBON

–  
Marketing and Insights Director

**Kantar Media**

*Digital Footprint : brand positioning  
& key levers (Case study)*



DANIEL BÔ

–  
CEO

**QualiQuanti**

*Strategic Brand Content means  
Culture and Business*



>11am - 12pm

@Grand Auditorium

**Panel: Going further on consumer's perception of innovative campaigns**



ISABELLE MUSNIK

– Founder, Managing Director & Editor

**Influencia**  
& Publisher  
**Gunn Report for Media**

*Moderator*

**IN**  
FLUENCIA



HUGUES CAZENAVE

– CEO

**OpinionWay**

*“opinionway”*



ALAIN ROUSSEL

– President

**Dufresne Corrigan Scarlett**

**DUFRESNE  
CORRIGAN  
SCARLETT**

PANEL

**Panel: The Rise of the Reputation Economy : how to build and manage your online personal reputation**



ANOUK PAPPERS

– Brand Anthropologist  
& Co-Founder

**CoolBrands**  
Brazil

**COOLBRANDS**



MAARTEN SCHÄFER

– Story Architect & Co-Founder

**CoolBrands**  
Netherlands

**COOLBRANDS**

PANEL

>12 - 12.40pm

@Grand Auditorium

## > BRAND ENTERTAINMENT SESSION

### Panel: Best of Branded Content Marketing : Re-Thinking Creativity



ANDREW CANTER

—  
CEO  
**BCMA**  
UK

*Moderator*



JUSTIN KIRBY

—  
VP Strategic Content Marketing  
**Tenthwave Digital**  
UK



CHRIS GORELL BARNES

—  
Founder & CEO  
**Adjust your set**  
UK



ADAM HARRIS

—  
International Creative Director  
**Time Out**  
UK



JAMES MORRIS

—  
Global Head  
**MediaCom Beyond Advertising**  
UK



PANEL

>12.40 - 1pm

..... @Grand Auditorium

## > BRAND ENTERTAINMENT SESSION

**Panel: Brand content & advertising: complementarity for a business success**



VALÉRIE NAPOLY

—  
CEO

**Rive Droite Communication**



KATHLEEN THOMIN-CARRÉ

—  
Creative Director

**Rive Droite Communication**



PANEL

Lunch

>1 - 2.30pm

| **Official Cristal Lunch**..... @Hotel Mercure

>2.30 - 3pm

..... @Grand Auditorium

## > BRAND ENTERTAINMENT SESSION



JUSTIN WILKES

—  
President Media & Entertainment

**Radical Media**  
USA

**RadicalMedia™**

«Death of Salesman»

- The end of branded content as we know it



ÉRIC LEGENDRE

—  
International Account  
Manager

**Variety**

*Cinema & Brands: An ongoing  
love affair*

**VARIETY**

>3 - 4pm

.....@Grand Auditorium

## > BRAND ENTERTAINMENT SESSION



PAUL MORIZET

— Director Fashion & Luxury Goods

**Corbis Entertainment**

*The future of branded Entertainment*



### Panel: Le Générateur de Bref : Word premiere with Canal+ and Microsoft



VINCENT SALINI

— Digital Director

**Canal+ Régie**



DAVID DUFOUR

— Marketing & Communication Director  
Consumer Channels Group

**Microsoft**



SYLVIA TASSAN TOFFOLA

— Deputy Head of Trading

**Dentsu Aegis Network**



DAVID SHING

— Digital Prophet

**AOL**  
UK

*There are still only 24 hours a day*



PANEL

>4 - 6pm

@Grand Auditorium

## > BRAND ENTERTAINMENT SESSION

*Panel: Branded Entertainment: Three unique perspectives*



ROB DONNELL  
—  
Founder & CEO  
**Brand Arc**  
USA

**BRAND ARC**



JORDAN LEVIN  
—  
Former Executive VP  
**Xbox Entertainment Studios**  
USA

**XBOX**  
ENTERTAINMENT  
STUDIOS



PETER TORTORICI  
—  
CEO  
**GroupM Entertainment Global**  
USA

**groupm**



BEN SILVERMANN  
—  
Chairman & Founder  
**Electus**  
USA  
*Creativity and Big Ideas*

**ELECTUS**



DANA BRUNETTI  
—  
President & CEO  
**Trigger Street Productions**  
& **House of Cards' Producer**  
USA  
*Interviewed*

**TRIGGERSTREET**  
PRODUCTIONS

PANEL

## Cocktail Reception & Dinners

>6.30pm | **Official Cristal Cocktail Reception**.....@Congress Center

>7.30pm | **Awards Ceremony**.....@Grand Auditorium

- / Brand Entertainment & Content
- / Press - Print Craft - Outdoor
- / Integrated
- / Film Craft



with the exceptional performance of  
ST RAYMOND  
UK  
with the support of Warner Music



### | Outstanding Merit Award



to DANA BRUNETTI  
-  
President & CEO  
**Trigger Street Productions**  
& **House of Cards' Producer**  
USA



>9.30pm | **Official Cristal Dinner**.....@Pilatus

>9.30pm | **Private Cristal Academy Dinner**.....@Pilatus  
*(open to the Cristal Academy members only)*

>9.30pm | **Private Dinner**.....@La Cabane des Bûcherons  
*(by invitation only)*

Sponsored By **RADIUMONE™**  
WE KNOW YOUR NEXT CUSTOMER.

>Followed by | **Official Cristal Bar**.....@Le Kudeta



with the exceptional performance of  
ST RAYMOND  
UK  
with the support of Warner Music



>10 - 11am

| **Short List** ..... @Bach Room

Digital & Mobile / Media

>9.30am  
11.30pm

| ..... @Grand Auditorium

Broadcasting Film **We  entrepreneurs**

Discussion with



RICHARD MENNEVEUX

– Founder & CEO

**FrenchWeb**



GILLES BABINET

– President

**Captain Dash**

*CAC40 digital champions*



FRÉDÉRIC MONTAGNON

– CEO & Founder

**Secret Media**

USA

*AdBlock : The end of Digital Ads within 2 years?*



CYRIL ZIMMERMANN

– CEO

**Hi-Media**

*The new wave of Ad Technology innovation: prioritizing adaptation or anticipating the next one*



ANDREW LAZZARO

– Chief Brand Officer Worldwide

**OMD**

USA

*Management Secrets that drive Creativity and Innovation*



PANEL

>11.30am  
12.30pm

..... @Grand Auditorium

## > SOCIAL TV SESSION



BERTRAND NADEAU

– Deputy Sales Director

**TF1 Publicité**

*From real time marketing to real time advertising*



FRÉDÉRIC SAINT-SARDOS

– Managing Director

**Socialyse**

*Social TV : No share, no game*



MICHÈLE BENZENO

– Managing Director

**M6 Publicité Digital**

*TV diversification online strategy*



PHILIP DUFFIELD

– SVP International

**Adapt.tv**

UK

*The [Inevitable] Rise of Programmatic TV*



>12.30 - 1pm

@Grand Auditorium

**Panel: What will our world look like in 2084 ? A journey into innovation**



THOMAS JAMET  
–  
Managing Director  
Strategy & Innovation  
**ZenithOptimedia**



ISABELLE MUSNIK  
–  
Founder, Managing Director & Editor  
**INfluencia**  
& Publisher  
**Gunn Report for Media**



PANEL

## Lunches

>1 - 2.30pm

| **Official Cristal Lunch**.....@Hotel Mercure

>1 - 2.30pm

| **Private Advertisers Grand Jury  
& Global Leadership Council Lunch**..... @Saint Roch  
*(by invitation only)*

Sponsored By



>1 - 2.30pm

| **Private Women Academy Lunch**..... @Le Lana  
*(open to the women attending the Cristal Festival)*

Sponsored By



& **Vizeum**

With the participation of



FRANÇOISE HERNAEZ-FOURRIER  
–  
Director of Strategic Planning  
**IPSOS**



*In search of new times : how to succeed  
by playing with new tempo ?*

>2.30- 4pm

@Grand Auditorium



ARTHUR MILLET

Global Digital Director

**Amaury Medias**

*Transformers : The Revenge of Publishers*



FRÉDÉRIC MONTAGNON

CEO & Founder

**Secret Media USA**

*AdBlock : The end of Digital Ads within 2 years?*



## > DIGITAL TRANSFORMATION SESSION



PIERRE ROBINET

Global Digital Director

**Publicis**

*How to leverage data innovations to help our clients accelerate their marketing transformation*



PUBLICIS



CYRIL ZIMMERMANN

CEO

**Hi-Media**

*The new wave of Ad Technology innovation: prioritizing adaptation or anticipating the next one*

himedia group<sup>TM</sup>  
Empower your digital business



GILLES BABINET

President

**Captain Dash**

*CAC40 digital champions*



>4 - 5pm

@Grand Auditorium



PASCAL MALOTTI

Director Consulting Services

**Valtech**

*Digital Transformation*

**valtech.**

## > VIDEO ADVERTISING SESSION



PIERRE CHAPPAZ

Executive Chairman

**Teads**

*Video advertising : the 100%  
viewability challenge*

**Teads**



OWEN HANKS

General Manager Europe

**YuMe**

*Pursuing an attentive audience*

**YuMe**



LIONEL BENSOUSSAN

Head of Sales USA & Canada

**DynAdmic**

USA

*The end of audience targeting*

**DynAdmic**

>5 - 6pm

..... @Grand Auditorium

## > ADVERTISERS & AGENCIES: A NEW DEAL?



BERNHARD GLOCK

—  
President & CEO

**Media Leadership Company LLC**

& Former CMO

**Procter & Gamble Worldwide**

Germany

*Challenges for the media industry from  
an advertiser perspective*

medialeadersllc



MIKE COOPER

—  
Worldwide CEO

**PHD**

UK

*Game Change : The Future of  
Work is Play*

phd



NIZAN GUANAES

—  
Founder & Partner

**Grupo ABC,**

Brazil

*Grupo ABC : The construction of a  
phenomenon*

grupo abc,

## Cocktail Reception & Dinners

>6.30pm

| **Official Cristal Cocktail Reception**.....@Congress Center

Sponsored By **YuMe** 

>7.30pm

| **Awards Ceremony**.....@Grand Auditorium

/ Digital & Mobile

/ Media

/ Creative

/ Online Video

| **Outstanding Merit Awards**

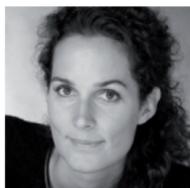


to NIZAN GUANAES

—  
Founder & Partner

**Grupo ABC,**





to CÉLINE ORJUBIN

—  
Managing Director

**My Little Paris**





>9.30pm

| **Official Cristal Dinner**.....@Le Chabotté

Sponsored By **ZenithOptimedia**   
The ROI Agency

>9.30pm

| **Private Advertisers Grand Jury  
& Global Leadership Council Dinner**.....@Le Chabichou  
(by invitation only)

Sponsored By **RADIUMONE™**  
WE KNOW YOUR NEXT CUSTOMER.

>Followed by

| **Official Cristal Bar**.....@Le Kudeta

>10 - 11am

| **Short List** ..... @Bach Room

Marketing Innovation / Consumer Marketing / Film /  
Radio / Luxury / Online Video

>9.30 - 10.30am

| ..... @Grand Auditorium



ROMAIN GAUTHIER

Commercial Director France

**MediaMath**

UK

*Predictions for the adtech space  
in 2015*



PHILIPPE LE BLANC

Data Development Manager  
Group

**Mediapost Communication**

*Finally we can see the merging of your  
CRM and Digital Strategies*



FRANCK LEWKOWICZ

Managing Director France

**Quantcast**

*The Road To Viewability*

quantcast

**Panel: Native Advertising: formats for new media consumption and to create engagement**



STÉPHANE HAUSER

–  
Managing Director

**IAB France**

*Moderator*



LILIAN THIBAUT

–  
VP Sales & Marketing Europe

**Best of Content**



CHRISTOPHE DANÉ

–  
Digital Managing Director

**OMD**



STÉPHANIE SABOURIN

–  
Director Media & Alliances  
Europe

**Disneyland Paris**



IAB  
PANEL

>11 - 11.30am

@Grand Auditorium

Panel: Questions for 3 champions



FRÉDÉRIC SADARNAC

—  
CEO

**Ratecard**  
*Moderator*

ratecard



FRÉDÉRIC BELLIER

—  
Managing Director France

**RadiumOne**

RADIUMONE™  
WE KNOW YOUR NEXT CUSTOMER.



ÉRIC ADERDOR

—  
Managing Director

**Horyzon Media**

HORYZON MEDIA



ERIK-MARIE BION

—  
General Manager  
Advertising & Online France

**Microsoft**

Microsoft



STÉPHANIE SABOURIN

—  
Director Media & Alliances  
Europe

**Disneyland Paris**

Disneyland  
PARIS

RATECARD  
PANEL

>11.30am  
12.30pm

@Grand Auditorium

PANEL

**Panel: Top Trends in Digital Advertising for 2015**



MICHAËL AIDANE  
—  
Director of Product  
Management  
**RadiumOne**  
USA

RADIUMONE<sup>™</sup>  
WE KNOW YOUR TEXT CUSTOMER.



MAXIME DOMAIN  
—  
Director of Engineering  
**RadiumOne**  
USA

RADIUMONE<sup>™</sup>  
WE KNOW YOUR TEXT CUSTOMER.

AACC  
PANEL

**Panel: The Manifesto of the new creativity**



CATHERINE MICHAUD  
—  
President, Customer  
Marketing Delegation  
**AACC**

AACC  
CUSTOMER MARKETING



YAN CLAEYSSE  
—  
Managing Director  
**Publicis ETO**

PUBLICIS ETO



PASCAL JOSEPH  
—  
Business Development  
Manager  
**MRM // McCann Paris**

MRM // McCANN

Cocktail Reception & Lunches

>12.30 - 1pm

| **AACC Customer Marketing Cocktail Reception** ..... @Congress Center

Sponsored By



>1 - 2.30pm

| **Official Cristal Lunch** ..... @Hotel Mercure

>1 - 2.30pm

| **Private Advertisers & Global Leadership Council Lunch** ..... @Le K2

*(by invitation only)*

Sponsored By



>2.30 - 2.45pm

| ..... @Grand Auditorium

**Panel: How data can help to manage FMCG relational marketing : the case DANONE**



YAN CLAEYSSEN  
-  
Managing Director  
**Publicis ETO**



GUILLAUME GUYARD  
-  
Head of Digital & CRM  
**Danone**



PANEL

>2.45 - 3.30pm |

@Grand Auditorium



AUGUSTIN DECRE

Managing Director Southern Europe

**Nugg.ad**

*Which data for which KPI(s)?*



PANEL

### Panel: How technology defines the best creative



ÉRIC CLEMENCEAU

Managing Director France

**RocketFuel**



BERTRAND PICHOT

Owner

**Adnovia**



PANEL

### Panel: How to use earned media to drive conversion at scale? (Case study)



FRANÇOIS-XAVIER PRÉAUT

Head of Sales France

**Outbrain**



CHRISTOPHE DANÉ

Digital Managing Director

**OMD**



>3.30 - 5pm

@Grand Auditorium

PANEL

**Panel: Ideas & ID's, the future of media strategy**



SÉBASTIEN DANET  
—  
President & Managing  
Partner Worldwide  
**ZenithOptimedia**



PASCAL CRIFO  
—  
Managing Partner  
**ZenithOptimedia**



DIDIER ONGENA  
—  
*General Manager Advertising  
& Online Western Europe*  
**Microsoft**  
Belgium



*One Digital : (Finally !) unified data and screens to  
increase digital creativity*



LUDOVIC LEVY  
—  
*VP Orange Data & Analytics*  
**Orange**



*Digitalisation of the customer journey and single  
source : are we getting to the holy grail of a unified  
360° customer vision ? How big data technologies  
can help ?*



ALEXANDRE MALSCH  
—  
Co-founder & CEO  
**Meltygroup**



*From original content to native  
advertising : the key of added-  
value content*

>5 - 6pm

@Grand Auditorium



THOMAS KOLSTER

–  
Founder & Director

**Goodvertising Agency**

Danemark

goodvertising agency

*Goodvertising - Stand for  
something rather than everything*



ENON LANDENBERG

–  
Founder, Dreamer & Doer

**sFBI**

Israel

sFBI

*Innovate or Die. Moving from  
B2C to B2H*



ANDREY SEBRANT

–  
Marketing director

**Yandex**

Russia

Yandex

*How machines will help us and  
hurt us*

Cocktail Reception & Dinner

>6.30pm

| **Official Cristal Cocktail Reception**.....@Congress Center

Sponsored By



>7.30pm

| **Awards Ceremony**.....@Grand Auditorium

| **Closing Speech by**



CHRISTIAN CAPPE

—  
Founder & CEO

**Cristal Events**

/ Consumer Marketing

/ Film - Radio

/ Marketing Innovation

/ Luxury

/ NG'ADS

/ Advertisers Grands Cristals

/ Global Leadership Grands Cristals

/ Festival Grands Cristals

>9.30pm

| **Official Closing Gala Dinner**.....@Chalet de Pierres

>Followed by

| **Official Cristal Bar**.....@Le Kudeta

# > CRISTAL ACADEMY

(open to the Cristal Academy members only)



WIFI: CristalFestival\_2014

 #cristalfestival

# > Private Deliberations & Networking Sessions



*The Brand Entertainment Cristal Academy deliberates on the Brand Entertainment & Content competition prize list.*

## > Wednesday, December 17<sup>th</sup>

>10.00am

### | **Deliberation** (duration: around 1.30 hour)

Debrief by the president of the Brand Entertainment & Content competition:

AVI SAVAR - Founder & Chief Strategy Officer of **Big Fuel** USA

>7.30pm

### | **Awards Ceremony**

>9.00pm

### | **Private dinner - Cristal Academy @Pilatus**



*The Marketing & Data Cristal Academy is an official jury considering all the entries of the Marketing Innovation competition. This jury is chaired by PIERRE CHAPPAZ, Executive Chairman of **Teads**.*

## > Wednesday, December 17<sup>th</sup>

>2.00pm

### | **Deliberation Session 1:**

Long list - Marketing Innovation (duration: around 4 hours)

>9.00pm

### | **Private dinner - Cristal Academy @Pilatus**

## > Thursday, December 18<sup>th</sup>

>9.00am

### | **Deliberation Session 2:**

Short list - Marketing Innovation (duration: around 4 hours)

## > Friday, December 19<sup>th</sup>

>7.30pm

### | **Awards Ceremony**



*The Media Cristal Academy deliberates on the Media competition prize list.*

## > Wednesday, December 17<sup>th</sup>

>9.00pm

### | **Private dinner - Cristal Academy @Pilatus**

## > Thursday, December 18<sup>th</sup>

>2.30pm

### | **Deliberation** (duration: around 1.30 hour)

Debrief by the president of the Media competition:

HELEN MCRAE - CEO of **Mindshare** EMEA

>7.30pm

### | **Awards Ceremony**

(open to the Cristal Academy members only)

**Each Academy will award a Grand Cristal to the best campaign amongst the gold-winning entries of the festival**

## CREATIVE CRISTAL ACADEMY

The Creative Cristal Academy deliberates on two prize lists: the Digital & Mobile as well as the Print, Outdoor, Film and Production competitions.

Sponsored by



### > Wednesday, December 17<sup>th</sup>

>9.00pm

| **Private dinner - Cristal Academy @Pilatus**

### > Thursday, December 18<sup>th</sup>

>9.00am

| **Deliberation - Digital & Mobile session**

(duration: around 1.30 hour)

Debrief by the president of the Digital & Mobile competition:

GUSTAV MARTNER - Executive Vice President of Chief Innovation Officer of **Crispin Porter + Bogusky** Scandinavia & Chairman, **Swedish Advertising Association**

>7.30pm

| **Awards Ceremony**

(duration: around 1.30 hour)

### > Friday, December 19<sup>th</sup>

>9.00am

| **Deliberation - Print, Outdoor, Film & Production Session**

(duration: around 1.30 hour)

Debrief by:

TOM MURPHY - Chief Creative Officer, **McCann Erickson** NY  
President of the Print & Design Jury

DANI RICHA - Chairman & CEO MENA & Pakistan, **Impact BBDO Group**  
President of the Film, Radio & Integrated Jury

JUSTIN WILKES - President Media & Entertainment, **Radical** USA  
President of the Film Craft Jury

>7.30pm

| **Awards Ceremony**

## Women CRISTAL ACADEMY

Sponsored by



### > Thursday, December 18<sup>th</sup>

>1.00pm

| **Private Lunch @Le Lana** (duration: around 1.30 hour)

Conference held by

FRANÇOISE HERNAEZ-FOURRIER - Director of Strategic Planning, **IPSOS**  
«In search of new times : how to succeed by playing with new tempo ?»

# > PRIVATE DELIBERATIONS

(open to the Cristal Academy members only)

TUESDAY 16<sup>TH</sup> DECEMBER

**SPORTS MARKETING**  
CRISTAL ACADEMY

**10am** Deliberation  
**7.30pm** Awards Ceremony

**Brand Entertainment**  
CRISTAL ACADEMY

**Marketing & Data**  
CRISTAL ACADEMY

**Media**  
CRISTAL ACADEMY

**CREATIVE**  
CRISTAL ACADEMY

**Women**  
CRISTAL ACADEMY

WEDNESDAY 17<sup>TH</sup> DECEMBER

**Private Dinner**  
*Cristal Academy*

**10am** Deliberation  
**7.30pm** Awards Ceremony  
**Private Dinner**  
*Cristal Academy*

**2pm** Deliberation  
**Private Dinner**  
*Cristal Academy*

**Private Dinner**  
*Cristal Academy*

**Private Dinner**  
*Cristal Academy*

# & NETWORKING SESSIONS

THURSDAY 18<sup>TH</sup> DECEMBER

FRIDAY 19<sup>TH</sup> DECEMBER

**SPORTS MARKETING**  
CRISTAL ACADEMY

**Brand Entertainment**  
CRISTAL ACADEMY

**Marketing & Data**  
CRISTAL ACADEMY

**Media**  
CRISTAL ACADEMY

**CREATIVE**  
CRISTAL ACADEMY

**women**  
CRISTAL ACADEMY

**9am** Deliberation

**7.30pm** Awards Ceremony  
*Marketing Innovation*

**2.30pm** Deliberation  
**7.30pm** Awards Ceremony

**9am** Deliberation  
*Digital & Mobile*  
**7.30pm** Awards Ceremony  
*Digital & Mobile*

**9am** Deliberation  
*Print, Outdoor, Film & Production*  
**7.30pm** Awards Ceremony  
*Print, Outdoor, Film & Production*

**Private Lunch**  
*@Restaurant Le Lana*

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# Cristal Events

Cristal Events created in 2001 the Cristal Festival, a Global Summit for Media & Communication (every December in Courchevel, French Alps);



Following its success, a dedicated event for the Middle Eastern and North African countries (MENA) emerged in 2005, the MENA Cristal Festival (every February in the MENA region);



To respond to the massive interest from the African countries, Cristal Events launched in 2013 the African Cristal Festival (every September in Marrakech, Morocco);



With the steady growth of innovation, new technologies and the use of data in the digital advertising industry, from content creation to distribution, Cristal Events decided to propose new targeted events;



Innovation & Digital  
**Cristal Congress**

(February 10/11, 2015 - Dubai)

Cristal Events is also the official partner of IAB Europe for the organization of their annual congress Interact (Every May in a European city);

