

The background is a blurred photograph of a crowd of people, likely at a festival or event. Overlaid on this are several large, semi-transparent geometric shapes: a dark grey triangle in the top left, a teal triangle in the top right, a large green triangle in the bottom left, and a light blue triangle in the bottom right. The text is positioned within the central area where these shapes overlap.

2017

16-18 October
Brussels

EVOLUTION^{LAB}
by **oaga**

ADVERTISING IN THE AGE OF ARTIFICIAL INTELLIGENCE

Evolution Lab 2017 is a 3-day advertising agency gathering where national agency associations' directors, international advertising and media agency networks, academics, top agency executives and advertisers meet to discuss burning industry issues and future needs.

EvoLab is organised by the European Association of Communications Agencies (EACA). It combines EACA agency and edcom member meetings, a full-day conference on artificial intelligence and the Euro Effies' Awards Gala, both taking place on 17 October and open to everybody.

Day 1

MON DAY

16 October 2017

 **#EvoLab**

 **Sofitel Louise Hotel**

12.30

Lunch for EACA Members

14.00

Members' Meeting

17.00

EACA Annual General Assembly

19.00

Depart to dinner venue

 **Art Thema Gallery**

19.30

EACA Networking Dinner

Day 2

**TUES
DAY**

17 October 2017

Sofitel Louise Hotel

8.30-10.00

Public Affairs Breakfast for EACA members

BNP Paribas Fortis, Marais Auditorium

Conference

**ADVERTISING IN THE AGE OF
ARTIFICIAL INTELLIGENCE**

Moderator:

Frances Robinson

Freelance Journalist

10.00

Registration and welcoming coffee

11.00

**Welcome: "Artificial intelligence - Opportunities
and Challenges"**

Dominic Grainger, *President, EACA & CEO, EMEA
Group M*

11.10

**Panel 1: "Artificial intelligence-
a game changer for the ad industry?"**

Liam Brennan

*Global Digital Director & Director of Innovation
Programmes, MediaCom*

Claude Chaffiotte

Managing Director, Accenture Interactive France

Samuel Ellis

*Innovation Director and Consultant,
Freelancer/M&C Saatchi*

Jennifer Kaiser

Head of Advertising PR EMEA, Google

12.00

**Presentation: "From Pioneer to Player - one agency's
journey into AI"**

Carl Erik Kjaersgaard

CEO & Co-Founder, Blackwood Seven

12.30

Networking lunch

13.50

**Panel 2: "AI and advertising integration - are
agencies leaders or followers?"**

Lisa de Bonis

Executive Digital Director, Havas London

Radoslaw Brzuska

Chief Innovation Officer, Dentsu Aegis Network Polska

Ulrich Proeschel

*VP Business Development, TBWA\Europe Global
Business Development, TBWA\Digital Arts Network
Worldwide*

Day 2

TUESDAY

17 October 2017

14.35

Panel 3: "What skills will graduates need to thrive in the AI world?"

Lucilla Sioli

Head of Unit of Digital Economy & Skills,
European Commission

Paul Springer

Director, School of Communications,
Falmouth University

Wouter Vandenameele

Digital Strategy Director, PHD

Ivona Skultetyova

PhD candidate, Tilburg University

15.20

Coffee break

15.40

Panel 4: "The Ethics of advertising and AI in practice"

Moderator: Angela Mills-Wade

Executive Director, European Publishers Council

Jan Philipp Albrecht

Member of the European Parliament

Mark Bembridge

CEO, Smartology

Frederike Kalthheuner

Policy Officer, Privacy international

16.25

Closing remarks

Rory Sutherland

Vice Chairman, O&M Group UK &
Executive Creative, Director, OgilvyOne

17.00

End of conference

📍 **Cercle de Lorraine**

19.00

The Euro Effie 2017 Cocktail Reception

20.00

The Euro Effie Awards Gala 2017

Day 3

WEDNESDAY

18 October 2017

9.00

Effie Partner meeting

16.00

Meeting closes

 Erasmus Hogeschool Brussel

9.30

Edcom Members' meeting

12.00

Edcom 10th Anniversary Lunch

14.00

Edcom board meeting

15.30

Edcom research committee meeting

17.00

Meetings close

 Sofitel Louise Hotel

11.00

IMCC Board meeting

VENUES



**BNP PARIBAS
FORTIS**

Advertising in the Age of Artificial Intelligence

10 Rue des Boiteux
1000 Brussels

M De Brouckere



**BNP Paribas Fortis
Auditorium Marais**

Rue des Boiteux



EACA networking dinner

51 Rue de la Madeleine
1000 Brussels

Grand Place

Manneken Pis

Rue Duquesnoy

Rue de la Madeleine

M Gare Centrale

Art Thema Gallery

Rue de l'Hôpital



The Euro Effie Awards Gala

6 Place Poelaert
1000 Brussels

**Erasmus
Hogeschool
Brussel**

Rue des Six-Jetons

Cercle de Lorraine

M Louise

Avenue Louise

Avenue de la Toison d'Or



**Sofitel Brussels
Le Louise**



Edcom Members' meeting

Rue des Six-Jetons 70
1000 Brussels



Members' meetings

40 Avenue de la Toison d'Or
1050 Brussels

SPEAKERS

**Dominic Grainger**

CEO, GroupM EMEA
@GroupMWorldwide

**Samuel Ellis**

Innovation Director and Consultant,
Freelancer/M&C Saatchi
@SamuelEllis

**Carl Erik Kjaersgaard**

Chairman & Co-Founder,
Blackwood Seven
@BlackwoodSeven

**Radoslaw Brzuska**

Chief Innovation Officer,
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Head of Unit of Digital Economy & Skills,
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@DSMeu

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Digital Strategy Director, PHD
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@PHD_BE

**Angela Mills Wade**

Executive Director,
European Publishers' Council
@epc_angela
@EPC_Press

**Mark Bembridge**

CEO, Smartology
@MarkBBembridge
@Smartologynet

**Rory Sutherland**

Vice Chairman, O&M Group UK &
Executive Creative Director, OgilvyOne
@rorysutherland
@OgilvyOneUK

**Liam Brennan**

Global Digital Director & Director of
Innovation Programmes, MediaCom
@LCBrennan
@MediaComGlobal

**Claude Chaffiotte**

Managing Director,
Accenture Interactive France
@clachaf
@AccentureACTIVE

**Jennifer Kaiser**

Head of Advertising PR EMEA, Google
@JennKaiser
@Google

**Lisa de Bonis**

Executive Digital Director,
Havas London
@elledabee
@havaslondon

**Ulrich Proeschel**

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TBWA\Digital Arts Network Worldwide
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@TBWA_Europe

**Paul Springer**

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Falmouth University
@drpaulspringer

**Ivona Skultetyova**

PhD candidate, Tilburg University
@TilburgU

**Jan Albrecht**

Member of the European Parliament
@JanAlbrecht
@Europarl_EN

**Frederike Kaltheuner**

Policy Officer, Privacy International
@fre8de8rike
@privacyint

**Frances Robinson**

Freelance Journalist
@FMR_Brussels

EACA TEAM & CONTACT NUMBERS

NAC & EACA events

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The Euro Effie Awards Gala

Kasia Gluszak +32 483 71 73 90

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Pauline De Pelsmacker +32 479 54 72 79

EACA Office

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www.eaca.eu

KEY VENUES:

Partner hotel:

Sofitel Louise Hotel

Avenue de la Toison d Or 40, 1050 Brussels,
+32 2 514 22 00
www.sofitel.com

Conference venue:

BNP Paribas Fortis

Rue des Boiteux 10, 1000 Brussels
+ 32 2 433 40 34
www.bnpparibasfortis.com

EACA Euro Effie Gala:

Cercle de Lorraine

Place Poelaert 6, 1000 Brussels
+32 2 374 65 25
www.cercledelorraine.be

EACA networking dinner:

Art Thema Gallery

Rue de la Madeleine 51, 1000 Brussels
+32 2 514 31 73
www.artthema.com

Edcom Members' meeting:

Erasmus Hogeschool Brussel

Rue des Six Jetons 70, 1000 Brussels
+32 2 213 61 10
www.erasmushogeschool.be



**BNP PARIBAS
FORTIS**

WARC



FOUK

