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| MARKETING & SALES CONFERENCE | Chisinau, Moldova May 16, 2024 |
| Keynote Speakers | Panorama hall |
| Marketing case study | Panorama hall |
| B2B & B2C Sales Development | Governor hall |

| Time | AGENDA |
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| 8.00-9.00 | Registration. Welcome coffee. |
| 9.00 | Eugen Boico – Founder & General Director at Publicis, Moldova <u>Topic:</u> Marketing strategic și viața după CSR |
| 9.30 | Ludmila Nistorica – Chief Marketing Officer at Orange Moldova <u>Topic:</u> Marketing through the lens of an open system |
| 10.00 | Cătălin Bindea , Corporate Communication Manager eMAG, România <u>Topic:</u> Marketing bazat pe date |
| 10.30 | Oleksandr Kolb – Co-founder & CEO at Promodo.ua, Ucraina <u>Topic:</u> Маркетинг вчера, сегодня и завтра. Его место и роль в эпоху цифровой экономики. |
| 11.00 | COFFEE BREAK |
| 11.20 | Maria Chervonookaya – Chief Marketing Officer at Darwin & Enter, Moldova <u>Topic:</u> Всегда ли 2 лучше чем 1? Маркетинговая стратегия компании имеющей 2 и более брендов в управлении. |
| 11.45 | Natalia Sevchuk – Chief Marketing Officer at AUTOMALL GROUP, Moldova <u>Topic:</u> «Событийный маркетинг. Сила эмоций в маркетинге b2b» |
| 12.10 | Gina Petre – Deputy CEO at Termene.ro, România <u>Topic:</u> Strategii de Marketing bazate pe date cu PASP: Prospectare, Analiză și Studii de Piață |
| 12.30 | Viorel Afanasiuc – Chief Executive Officer at BIC Via Scope, Moldova <u>Topic:</u> Agenții Economice sub Microscop: Evaluarea Indicatorilor de Risc pentru o Planificare Financiară Mai Bună |
| 12.45 | Olga Polennikova - Business leader at Databorn (online) & Iurii Șvera - Business Development Director at AC Tech. <u>Topic:</u> “Digital marketing: A modern approach” |
| 13.05 | Panel – Silviu Buidan, Oleksandr Kolb, Cătălin Bindea, Ludmila Nistorica, Katerina Todorovschi. <u>Moderator:</u> Eugen Boico. <u>Topic 1:</u> Noua generație de consumatori. Cum ajungem aproape de ei? <u>Topic 2:</u> Marketingul intern: Oportunități ascunse pentru creștere și succes. |
| 13.45 | LUNCH |

| Time | Marketing case study | B2B & B2C Sales Development |
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| 14.30 | Victor Sholoshenko – Strategic Advisory & Board Consulting, Ucraina <u>Topic:</u> Sell new experience! PORT MALL – Biggest Unboxing of the Year | Andrei Preașca – B2B Sales Director at Orange Moldova <u>Topic:</u> Evoluția Echipei B2B: De la Tradițional la Transformare Digitală. Experiența mea de 20 de ani |
| 14.55 | Katerina Todorovschi – Head of Brand Marketing BCR, România <u>Topic:</u> Rebranding - A way of thinking and finding success. | Albert Tiutin – B2B & B2C Sales Coach, Kazahstan, <u>Topic:</u> Технология продаж как конкурентное преимущество B2B компании. |
| 15.20 | Victor Țaulean - Co-Fonder & CEO at Jobber <u>Topic:</u> HR Marketing | |
| 15.40 | Alexei Munteanu – Management, Marketing and Business Development Specialist at Viorica Cosmetic <u>Topic:</u> How Marketing. Why Branding? | |
| 16.00 | COFFEE BREAK | |
| 16.20 | Olesea Cernavca – Chief Marketing Officer at Toyota and Lexus Moldova <u>Topic:</u> Strategii de Diferențiere pentru Toyota și Lexus pe Piața Auto din Moldova | Safar Mammadov - Head of Sales & Marketing Department - Vion Impex SRL <u>Topic:</u> Клиентоориентированность в ритейле. Опыт Casa Curată |
| 17.00 | Pavel Melnic – Founder & CEO at ITWORKS, Moldova <u>Topic:</u> Типичные ошибки маркетологов в IT-проектах. Как избежать, на что обращать внимание | Artiom Polushatov – Communication standards adviser for sales departments B2B/B2C/FMCG, Moldova <u>Topic:</u> Мышление руководителя B2B. Системная ошибка в долгосрочном и краткосрочном планировании. |
| 17.30 | Oleksandr Kolb – Co-founder & CEO at Promodo.ua, Ucraina <u>Topic:</u> Почему инвестиция в бренд - лучшая инвестиция на сегодня. Кейсы, цифры, опыт топ e-commerce – игроков Украины. | Pavel Zingan – Jurnalist, Moldova <u>Topic:</u> Медиа как новый инструмент для B2B продаж |
| 18.00-20.00 | Networking. Closing fourchette. Live Beat Orchestra - program. Lottery. | |

