



TUE, JUNE 17

Wed, June 18

Thu, June 19

10:00 — 10:30 Welcome with The Marketing Society

10:30 — 11:30 **The Marketer of the Future: Staying future-fit in a world that never stands still**

Claudia Calori, Head of Marketing Excellence, **PHILLIPS**

James Prentice, Associate Director Marketing Transformation, Excellence and Digital, **ARLA FOODS**

Najoh Tita-Reid, Chief Brand and Experience Officer, **MARS PETCARE**

Robert Dreblow (moderator), Global Head of Marketing Services, **WFA**

11:15 — 12:00 **Connections & Conversations with Lunch by The Marketing Society**

12:00 — 13:00 **Marketing Report Whitepaper Sessions**

12:30 — 14:00 **Lunch with the DEPT® Strategic Navigators**

15:00 — 15:45 **Building a Durable Brand in the AI Era**

Michael Lacorazza, CMO, **US BANK**

Emily O'Hara, VP, Global Head of Brand & Media, **EBAY**

Sona Iliffe-Moon, Chief Comms Officer, **YAHOO**

Jon Judah (moderator), SVP Clients, Technology, **DEPT®**

15:45 — 16:15 **AI Agents in Action: How Sainsbury's is Reimagining Retail Media**

Alice Anson, Director Digital Media, **NECTAR360**

Isabel Perry, Global SVP of Emerging Technology, **DEPT®**

Sara Jerde (moderator), Managing Editor, **DIGIDAY**

19:00 — 22:00 **DEPT® & Friends VIP Dinner**



5 RDPT DUBOYS D'ANGERS, 06400 CANNES

10:30 — 11:15	AI That Serves: Policies for Public-First Innovation Bea Longworth, Director of Government Affairs, NVIDIA Keegan McBride, Senior Policy Advisor, Emerging Technology & Geopolitics, TONY BLAIR INSTITUTE Meindert Kamphuis, Head AI Safety & Security Lab, DUTCH AUTHORITY FOR DIGITAL INFRASTRUCTURE (RDI) Constantijn van Oranje, Special Envoy, TECHLEAP Isabel Perry (moderator), Global SVP, Emerging Technology, DEPT®
11:15 — 12:00	Signs of Change: Building Tech That Connects Us Michael Boone, Manager Trustworthy AI Product, NVIDIA Christina Mallon, Head of Inclusive Design, MICROSOFT Anders Jessen, Founding Partner, HELLO MONDAY/DEPT® Isabel Perry (moderator), Global SVP, Emerging Technology, DEPT®
12:30 — 14:00	Lunch with the DEPT® Strategic Navigators
13:30 — 15:00	SoDA Presents: Creative at Speed — what happens when AI joins your team Jeffrey Cohen, Amazon Ads Principal Evangelist, AMAZON Vikram Viswanathan, Head of Product Marketing & GTM, GenStudio, ADOBE Ali McClintock, SVP Growth & Head of UKI, DEPT® Marjan Straathof (moderator), Global SVP of Marketing, DEPT®
15:00 — 15:45	The Death of One-Size-Fits-All: AI’s New Era of Personalization Slavka Jancikova, VP Marketing EMEA, FOOT LOCKER Sanja Paruleka, CMO AI, SALESFORCE Stephane Carlier, Global Head of Digital Marketing, LOGITECH Nikhil Lai (moderator), Principal Analyst, Performance Marketing, FORRESTER
16:00 — 18:00	Cocktails in the Secret Garden with Shopify
19:00 — 22:00	DEPT® & Friends VIP Dinner

Tue, June 17

Wed, June 18



THU, JUNE 19

10:30 — 11:15

The Signal and the Noise: AI, Climate, and the Future of Brand Action

Richard Davis, CEO, 51TOCARBONZERO

John Osborn, Director, AD NET ZERO

Annalisa Tedeschi, Global Head of Sustainable Marketing, Breakthrough Innovation, DIAGEO

Pooja Dindigal (moderator), Global Head of Impact, DEPT®

11:15 — 12:00

No Time, No Budget, No Trust. The Triple Trap Blocking Marketers from Driving Growth

Chris Lock, Founder, LOCKSMITH

James Witter, Global Head of Brand Building Capability, PZ CUSSONS

Victoria Fox (moderator), CEO, AAR GROUP

12:30 — 14:00

Lunch with the DEPT® Strategic Navigators

15:00 — 16:00

Beyond Likes and Follows: The New Rules of Influence

Jordan Howlett, Content Creator

Hafu Go, Edutainment Creator

Chris Olsen, Content Creator

Madolyn Grove, Head of Creators UKIN, TIKTOK

Tessa Brooks, Content Creator

Davis Burleson, Content Creator

Salomé Rijnders (moderator), Business Influencer Marketing, DEPT®

16:00 — 17:00

DEPT® x My Runway Group: AfriCANNES



5 RDPT DUBOYS D'ANGERS, 06400 CANNES