

09:30	-	10:00	Okupljanje i kava dobrodošlice
10:00		10:05	Pozdravni govor Sonja Popović, Direktorica SAP d.o.o
10:05	-	10:35	"Trendovi u marketingu" Johann Wrede, Global Vice President, Strategic Marketing
10:35	-	10:55	"Digitalna svlačionica - demo" Ana Šipušić Pleše, SAP
10:55		11:25	"Driving profitability by delivering the next level of guest engagement" Tatiana Voytsenko/Lead CEE, Sr. Business Development Manager MEE at SAP Hybris
11:25		11:45	Pauza za kavu
11:45		12:45	"Okrugli stol "Tehnologija & marketing" moderator: Ana Penović, Jasno i Glasno sudionici Nikola Vrdoljak, 404, Ivan Kovačević, Bruketa&Žinić OM, Vanja Šebek, Algebra, Boris Šurija, Bihevirol Boris
12:45	-	13:05	"Empatija kroz tehnologiju" Boris Šurija, Bihevirol Boris
13:05	-	13:25	"SAP Chatbot Charly" Hrvoje Ljubičić, mStart
13:25	-	14:55	Ručak