Beat: Business

FORUM Les Rencontres De UDECAM under the theme -RETHINK TIME-

SALLE WAGRAM in PARIS, September 6, 2106

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USPA NEWS - On September 6, 2016, was held the 8th Edition of the UDECAM (Union des Entreprises de Conseil et Achat Media) Annual Meetings under the theme 'Rethink Time'. It gathered hundreds of professionals from communication and media fields. Highly mediatized or not but definitively active and influential.

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It was organized as follow :

- INTRODUCTION by Jean Luc CHETRIT, President of UDECAM. Speech given to introduce the notion of rethinking time in the business and media fields. In a way, how to manage professional and personal time regarding the growing influence of digital tools.

The Animator of the morning sessions was Fabrice LUNDY from BFM Business

- First Keynote : Raphaël ENTHOVEN, Philosopher.

- SESSION 1 : 'Dictatorship of Time'

Priority to Live ? The challenges of News Producers.

* Keynote of Alan Hunter, Head of Digital, Times and Sunday Times - LONDON

* Round Table : Nicolas BEYTOUT (L'Opinion), Jérôme FENOGLIO (Le Monde), Fabien NAMIAS (Europe 1), Catherine NAYL (TF1), Damien VIEL (Twitter), Pierre CONTE (Udecam)

Opportunity of Real Time ?

* Keynote : Mathieu GALLET (President of Radio France)

* DEBATE : Benoît MAROTTE (Bic), Véronique MORALI (WebediaÃ , Francis MOREL (Les Echos), Raphaël de ANDREIS (Udecam)

SESSION 2 : 'From 360° to 365 Days' and 'The new temporality of the brands'

* Keynote : Jerret WEST, Vice-President and Head of Marketing - EMEA at Netflix

* Round Table : Franck CADORET (Canal+), Emmanuel DOLLE (Facebook), Alexandre LUBOT (Meetic Match Group Europe), Sandrine PLASSERAUD (We are Social), Fernando Da Costa (Udecam)

* Keynote : David SHING 'Digital Prophet', AOL

- SESSION 3 : 'The Brand Commerce'

* Round Table : Thina CADIERNO (Carrefour), Rémy GUERIN (Mediaperformances), Etienne LECOMTE (BEL/Union des Annonceurs), Laurent QUATREFAGES (Swaven), Corinne PESSUS (Udecam)

* Keynote : Maurice LEVY, Chairman of the Board at Publicis Groupe

- INAUGURATION of 'Solutions' Village' in Montenotte Room

- SESSION 4 : 'Efficiency of a new Time awareness '

* Keynote : Michel COMBES, President of SFR/General Manager Altice Media Group

* Keynote : Pierre LESCURE, Founder of Canal+ and Molotov

* Keynote : Josh GRAFF, UK Country Manager & Senior Director Linkedin/Emea

- UDECAM SOLUTIONS FORUM

Speakers :

* Kpsule & Samsung

* MindLytix & Gan

* TVTY & Danone

* Weborama & AXA GIE

- CONCLUSION by Hubert BLANQUEFORT, EDF/Le Club des Annonceurs.

Source : UDECAM Forum 'Rethink Time'
Photo: Jean Luc Chetrit President UDECAM , Alan Hunter Head of Digital The Times & Sunday Times, Jerret West VP/ Dir. Marketing Netflix , David Shing Digital Prophet AOL

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