

Friday, 4th May, 2018
9:00 - 17:00 (Registration: 8:15 a.m)
Sofitel Mauritius L'Impérial Resort & Spa,
Wolmar, Flic en Flac



AGENDA

8:15 - 9:00	Registration / Refreshments
9:00 - 9:05	Welcome Address: Ravin Lama, Chairman, Organising Committee, Brand Magic Summit 2018
9:05 - 9:15	Address by the Chief Guest + Launch of The Brand Book 2018
9:15 - 10:00	The Best of Piyush Pandey - Piyush Pandey, Co-executive Chairman and National Creative Director of Ogilvy & Mather India and Vice-chairman of O&M Asia-Pacific, India
10:00 - 10:45	How Not to Break Your Brand - Kerrie Finch, Founder/CEO, FinchFactor, Amsterdam & London
10:45 - 11:15	TEA/COFFEE BREAK
11:15 - 12:00	The Majority Report: Future's Transformative Brand Connection - Dean Donaldson & Jonathan Tavss, Founders, Kaleidoko Ltd, UK & USA
12:00 - 12:45	The Logic Behind the Magic of Creative Thinking in Brand Communications - Ravid Kuperberg, Partner, Mindscapes, Israel
12:45 - 13:45	LUNCH BREAK
13:45 - 14:30	Humanology - How Can Brands Connect Technologically Using the Human Touch - Wain Choi, Chief Creative Officer, K-Valley Co. Ltd, South Korea
14:30 - 15:00	Interactive Session: Panel Discussion headed by Kerrie Finch
15:00 - 15:30	Cannes Gold Lions Festival Film Show Reel
15:30 - 16:00	TEA/COFFEE BREAK
16:00 - 16:15	Top 10 Brands of Mauritius: Presentation by Kantar TNS
16:15 - 16:45	Top Brands of Mauritius Award Ceremony
16:45 - 16:55	Closing Remarks
16:55 - 17:00	Vote of Thanks
17:00 - 17:30	Photo Session
18:00 - 20:30	Networking Cocktail