

# Agenda

20 September  
2024

Riga  
Circus

Baltic  
Brand  
Forum

11:00 - 12:00 DOORS OPEN

12:00 - 14:00 FORUM PART 1

- **Paddy Gilmore** CEO & Founder of brand humor consultancy Studio Gilmore
- **Magnus Magnussen** Partner at Peel augļsingastofa, one of the Creative Directors behind Promote Iceland campaigns
- **Jens Welins** Managing Partner at Nord DDB Stockholm/Nordics, McDonald's Sweden case
- **Baltic Brand Showcase:**
  - **Gaidelis case** presented by Dovilė Dovidavičiūtė, Managing Partner Sons & Daughters
  - **Pakendikeskus case** presented by Alvar Lonks, Creative Director at Tabasco
  - **LIMPA case** presented by Susann Kõomägi, Creative Director at Taevas Ogilvy
  - **Mitava case** presented by Mitavnieki

14:00 - 15:00 LUNCH & NETWORKING

15:00 - 17:00 FORUM PART 2

- **Chris Stephenson** OMG Global Head of Strategic Engagement
- **Discussion "Entertain or Die"**
  - **Vadims Barisons**, Moderator, Managing Director of OMD Latvia
  - **Eitvilē Acūtē**, TikTok Client Partner at Aleph
  - **Delfi Baltic representative**
  - **Arta Uma Upmale**, Head of Content at airBaltic
- **Ann Vaida** Comedian
- **Humor in the Baltics: Insights from the Brand Capital Study**
  - **Rihards Ginters**, Strategy Director, WIT Consulting
  - **Gailē Bučiūnaite**, Head of Business Development, Sons & Daughters ID
- **Salma Gaj Topham** Creative Producer, OATLY
- **Māra Pāvula** CEO at Riga Circus

17:00 - 18:30 NETWORKING & DRINKS

18:30 - 19:30 BALTIC BRAND AWARD CEREMONY

20:00 - 21:00 SECRET GIG POWERED BY BALCIA INSURANCE

21:00 - 00:00 AFTERPARTY WITH DJ SET BY FIŅĶIS

