

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", Creator of HumourScope
- **Magnus Magnussen** Partner at Peel augļsingastofa, One of the Creative Directors behind "Promote Iceland" campaigns
- **Jens Welins** Managing Partner at Nord DDB Stockholm/Nordics
- **Baltic Show Case:**
 - **Pakendikeskus case** presented by Alvar Lonks, Creative Director at Tabasco
 - **Gaidelis case** presented by Dovilė Dovidavičiūtė, Managing Partner Sons & Daughters
 - **LIMPA case** presented by Susann Kõomägi, Creative Director at Taevas Ogilvy
 - **Mitava case** presented by Mitavnieki

14.00 - 15.00 LUNCH & NETWORKING

15.00 - 17.30 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
 - **Arta Uma Upmale**, Head of Content at airBaltic
 - **Egīta Bairamova**, Content creator @mansremonts
 - **Filips Lastovskis**, Editor in chief at Delfi
- **Ann Vaida** Comedian
- **Brand Capital: Humor in Baltics**
 - **Rihards Ginters**, Strategy Director, WIT Consulting
 - **Gailē Bučiūnaitē**, Head of Business Development, Sons & Daughters ID
- **Salma Gaj Topham** Creative Producer, OATLY
- **Māra Pāvula** CEO at Riga Circus

17.30 - 18.30 NETWORKING & DRINKS

18.30 - 19.30 BALTIC BRAND AWARD CEREMONY

20.00 - 21.00 SECRET GIG POWERED BY BALCIA INSURANCE

21.00 - 23.00 AFTERPARTY WITH DJ SET FROM FIŅĶIS

