Baltic Brand Forum

MEET & GREET, SHOWCASE

September 24

Part 1 – Riga circus yard

16.00 – 17.30 **Baltic Brand showcase opening**

Part 2 – The Benjamin House

17.30 – 18.00 Panel discussion "**Baltic Brands – what's hot and what's not**"

18.00 – 18.20 Presentation of **"EY Baltic Brand Value Creation Study 2026"**

18.20 – 19.00 Live podcast **"Baltic Brand talks"** with special guest

19.00 – 20.00 Networking & drinks

BALTIC BRAND FORUM, SHOWCASE & AWARDS

Baltic Brand Forum

September 25
Riga Circus

10.00 – 11.00	Doors Open	Baltic Brand Showcase: all-day long networking
11.00 – 12.50	**Forum part 1**	Beth Marchant (System 1) Michael Corcoran (ex Ryanair) Dovile Banyte (Polaroid) Baltic Brand Showcase: Povilas Klusaitis (Fantazijos) Katrīna Videniece (KALVE) NOËP (NOËP Distillery)
12.50 – 13.30	Lunch & Networking	
13.30 – 15.15	**Forum part 2**	João Caputi (KitKat) Same, same but different (Brand Capital insights): Rihards Ginters (Wit, MAGIC, Latvia) Gailė Bučiūnaitė (Sons & Daughters, Lithuania) Magnus Lužkov (Optimist Creative, Estonia) Justina Čiačytė, Adomas Jazdauskas (Sons & Daughters ID) Discussion "How to build a distinctive brand in Baltics": Vadims Barisons (Host, OMD) Eha Talvist-Reinsalu (SEB) Szymon Grzybczyk (Balcia Insurance) Street Art Frankey
15.15 – 16.00	Power break	

BALTIC BRAND FORUM, SHOWCASE & AWARDS

Baltic Brand Forum

September 25
Riga Circus

16.00 – 18.00 **Forum part 3**

Thomas Kolster (Goodvertising)
Līna Ivanova (ScandiWeb)
Gediminas Užkuraitis (Synthesis)

Unicorn discussion "Modesty doesn't scale":
Aigars Runčis (Host, LMT Group)
Ilze Vaisūne (FYUL)
Kertu Vill (Bolt)
Simona Žeimytė (Vinted)
Freddie Ost (Snask)

18.00 – 18.30 Networking & Drinks

18.30 – 20.30 **Award ceremony, Showcase awards**
Sudden Lights performance

20.30 – 2.00 Afterparty at The Benjamin House
With NOËP and Linda Samsonova