

MEET & GREET, SHOW/CASE

September 24

Part 1 – Riga circus yard

16.00 – 17.30 **BalticBest** campaign exhibition 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, SHOW/CASE & AWARDS



September 25
Riga Circus

10.00 – 11.00 Doors Open

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)

NOĒP (NOĒP 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, SHOW/CASE & AWARDS



September 25
Riga Circus

16.00 – 18.00 **Forum part 3**

Thomas Kolster (Goodvertising)
Līna Ivanova (Scandiweb)
Gediminas Užkuratis (Synthesis)

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

18.00 – 18.30 Networking & Drinks

18.30 – 20.30 **Award ceremony**
Sudden Lights performance

20.30 – 21.00 Networking & Drinks

21.00 – 2.00 Afterparty at The Benjamin House
With NOËP and Linda Samsonova

