Beat: Automobiles

In PARIS - AUTOMOTIVE SUMMIT - Marketing Meeting at PARIS MOTOR SHOW

Porte de Versailles October 06, 2016

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USPA NEWS - At Portes de Versailles, during the 2016 Paris motor show, was held the 'Automotive Summit' on October 06. The presentation was under the responsibility of Jean-Louis MONCET (Mondadori France). An introduction was given by Olivier CHAPUIS (President of CB Media) and Hervé BROSSARD...

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- SOCIETAL SEQUENCE : 'From the society of cars to the cars of society'

* Keynote : Guilhem FOUETILOU (Founder of Linkfluence)

- TECHNOLOGY SEQUENCE : 'Digital : engine of the modernity ?'

* Discussion with Serge AMABILLE (Blue-Solutions - BOLLORE Group)

* Round Table animated by Laurent CHIAPELLO (Mandadori France) with : Guillaume DEVAUCHELLE (Valeo), Pierre JALADY (BMW), Gilles MABIRE (Continental), Jérôme MARTY (Waze), Jean-Bernard PIRON (Audit)

* Keynote : Smart City & digilization of mobility with Albert ASSERAF (JCDecaux)

- BRAND SEQUENCE : 'Rebirth of an Icon', animated by Jean-Louis MONCET (Mandadori France)

* Discussion between Valérie PLANCHEZ (Havas Worldwide Paris) and Michael Van Der SANDE (Alpine)

- TRANSFORMATION SEQUENCE : 'From steel to data'

* Keynote Gilles BABINET (Multi-Entrepreneur & Digital Champion of FRANCE to the European Commission)

- CREATIVITY SEQUENCE : 'Where does go the Automotive dream ?', animated by Hervé BROSSARD (Omnicom Media Group)

* Keynote : Emotion at the core of TV advertising, by Marianne SIPROUDHIS (FranceTVPub)

* Debate : Jean Paul BRUNIER (Léo Burnett), Stéphane LERAY (DDB), Georges Mohammad-Cherif (Buzzman)

* Keynote : Automotive, video & creativity, with Hicham BERRADA (Teads), Agnès GILBERT (Ipsos) and Caroline HUGONENC (Teads)

- MEDIA SEQUENCE : 'Use or possession : from discussion to conversion', animated by Frédéric ROY (CB News)
* Round Table : Séphane DESCLOUDS (Mondadori), W+Xavier MARTINET (Renault), Gilles QUETEL (Toyota), Sandrine PLASSERAUD (We Are Social) and Renaud ROUBAUDI (POA)
* Keynote : #DRIVE : What place for the selling point to buying journey' : Xavier MARTINET (Renault) & Bruno RICARD (366)
- LAST KEYNOTE : 'Digital challenges for the Car manufacturers

Source: Automotive Summit
Photo

Hervé BROSSARD, OmnicomMediaGroup
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Guilhem FOUETILLOU, Linkfluence
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