

„Successful communication in an instable economic situation.”

PROGRAM

If you have any questions to the presenters
please send an SMS to this number
06-70-375-1435

8:45 *Registration, coffee*

9:30	Jonathan Cooper	OMG Hungary	Opening
9:45	Ian Clarke	OMD International	Taking on the downturn
10:10	Peter Boucher	Vodafone Hungary	Economic climate –a time to focus, stick to the basics and get ready for the future
10:35	Dr József Bayer	Axel Springer	Crisis, change, renewal
11:00	COFFEE BREAK		
11:30	György Barcza	K&H Bank	Macro economic trends March 2009
11:55	János Gulyás	Szonda-Ipsos	Consumer (in) crisis: consumer expectations and dilemmas of decision makers
12:20	László Simkó	McDonald's Hungary	Crisis-Did we McWin?
12:45	LUNCH BREAK		
14:00	Réka Horváth	Origo	Online market: crisis or opportunity
14:25	Jean Francois Reynaud	Nissan EMEA	Survival methods in an impacted car market
14:50	Gerhard J. Hierath	Beiersdorf Hungária	Global brands in times of global financial crisis
15:15	COFFEE BREAK		
15:40	Dirk Gerkens	RTL Klub	Operating as market leader in challenging times
16:05	<p>ROUND TABLE DISCUSSION: Nóra Horváth Magyari, Nóra Ruskai, Zoltán Várdy, László Mező, Ádám Földes Moderator: Bálint Nagy</p>	K&H Bank, Sanoma, TV2, OMD Hungary, Danubius Rádió	Media and advertisers: ways of cooperation
17:00	László Mező	OMD Hungary	Closing