



Program

Sheraton Buenos Aires

Av. Leandro N. Alem 1151, Buenos Aires, Argentina.

Monday 4

14:00 to 20:00 **Delegates Registration** (FIAP Secretary)

Tuesday 5

10:00 to 20:00 **Third Art by ad people exhibition.**

10:00 to 20:00 Screening: **TV/Film** (Catalinas Lounge).

10:30 to 11:45 Seminar: *Tomorrow's creatives* (Libertador Lounge).

12:00 to 13:00 Seminar: *Three views, one objective* (Libertador Lounge). **Ricardo Palmieri** (Estudio Redacción Palmieri).

Conference: *If it can be thought, it can be written*

13:00 to 20:00 Exhibition: **Print, Outdoor, Design and Direct Marketing, and Media Innovation.** (Retiro Lounge).

14:00 a 15:15 *Central space* (Libertador Lounge).

15:30 to 16:45 Round table debate: *The new agency* (Libertador Lounge). **Martín Hazan** (Regional creative director for Latin America and DGC of MRM Argentina) **Fernando Barbella** (Interactive creative director of BBDO Argentina) and **Pedro Panigazzi** (General creative director Publiquest Marketing & Technology Agency).

17:00 to 18:15 Presentation: *The legend of General Motors* (Libertador Lounge). **Juan Pablo Buscarini** (Director of Pampa Films) y **Gonzalo Ibarzabal** (Advertising Manager- General Motors)

19:30 to 22:30 **Opening cocktail** (Libertador Lounge).

Wednesday 6

10:00 to 20:00 **Third Art by ad people exhibition.**

10:00 to 20:00 Exhibition: **Print, Outdoor, Design and Direct Marketing, and Innovation.** (Retiro Lounge).

10:00 to 20:00 Screening: **TV/Film** (Catalinas Lounge).

10:00 to 20:00 **Young creatives marathon**

10:30 to 11:45 Seminar: *Tomorrow's creatives* (Libertador Lounge).

12:00 to 13:00 Seminar: *Three views, one objective* (Libertador Lounge). **Omar Tiraboschi** (Graduate of Advertising, Plastic Artist, Illustrator and Graphic Designer. Austral, Palermo, and Catholic Universities in Buenos Aires)
Conference: *¡You better draw it!*

14:00 to 15:15 *Central Space* (Libertador Lounge). **Martín Guirado** (General director of Havas Entertainment) and **Carla Levy** (Creative director of Havas Entertainment).

15:30 to 16:45 Conference: *Argentina. Strategy on tourism communication* (Libertador Lounge). **Gabriel Klein** (Technician of the international tourist marketing plan in Argentina 2008-2010, National institute of tourism promotion). INPROTUR. Expert in Cultural Tourism and Communication.

17:00 to 18:15 Conference: *20 years* (Libertador Lounge). **Pablo Del Campo** (CEO of Del Campo Nazca Saatchi & Saatchi).

18:30 to 20:00 Conference: **José María Pujol** (Partner and General director of the successful Spanish agency The Farm)

20:15 to 22:00 **Intel cocktail** (with tickets only)

Thursday 7

10:00 to 20:00 **Third Art by ad people exhibition.**

10:00 a 20:00 Finalists Exhibition: **Print, Outdoor, Design and Direct Marketing, and Media Innovation.** (Retiro Lounge).

10:30 to 11:45 Seminar: *Tomorrow's creatives* (Libertador Lounge).

12:00 to 13:00 Seminar: *Three views, one objective* (Libertador Lounge). **Eduardo Sallenave** (Founder & Director of Zona Planning).
Conference: *Elastic planning.*

14:00 to 15:15 *Central space* (Libertador Lounge). **Alejandro Terzi** (President of Ignis Medios & Comunicación).

15:30 to 16:45 Presentation: ***Direct me, the revenge*** (Libertador Lounge). First interactive fiction series through the internet in Latin America. Nominated for the Digital Emmy Awards by the International Academy of Arts and Sciences in Television of the United States.

17:00 to 18:15 Conference: (Libertador Lounge). **Fernando Vega Olmos** (Creative Chairman of JWT Europe and Latin America).

18:30 to 20:00 Conference: (Libertador Lounge). **Joseph Crump** Planning & Strategy VP of Razorfish).

20:15 to 22:00 Presentation: **First IberoAmerican Hall of Fame** (Libertador Lounge).

Friday 8

10:00 to 17:00 **Third Art by ad people exhibition.**

10:00 to 17:00 Winners presentation: **Print, Outdoor, Design and Direct Marketing, and Media Innovation.** (San Isidro Lounge).

10:30 to 11:45 Seminar: **Tomorrow's creatives** (Libertador Lounge).

12:00 to 12:45 Awards ceremony: **Creative students** (Libertador Lounge).

14:00 to 15:15 **Young creatives marathon presentation and awards ceremony** (Libertador Lounge)

15:30 to 17:00 Winners presentation: **TV** (Libertador Lounge).

17:00 to 18:00 **THE CUP**, Intercontinental Advertising Cup, second edition winners presentation (Libertador Lounge).

20:30 to 24:00 **Closing dinner and awards ceremony** (Libertador Lounge /with tickets only).

This program subject to modifications.