



12.00 WELCOME LUNCH

12.30  THE FUTURE OF E-COMMERCE ON TIKTOK  
**TIKTOK** - CLARA DENIER & SEBASTIEN VANDENBUSSCHE

12.55  UNLEASHING THE POWER OF SEO AND BIG DATA: PREPARING FOR THE GOOGLE'S FUTURE  
**MVH MEDIA** - DAVE VAN DER BURGT

13.20  MILO & IKEA 360° COLLAB  
**IKEA** - LOUBNA KHALLADI

13.45 NETWORKING BREAK

Satellite 6 Satellite 7

14.15  USING GEO-LOCALIZED INTERACTIVE MAPPING TO DRIVE INTERNATIONAL GROWTH  
**CLICKTRUST** - FABIAN VAN DE WIELE

 PRESENTATION BY SEMACTIC  
**SEMACTIC** - CELINE NAVEAU

14.40  HOLISTIC STRATEGIES FOR SUSTAINABLE AND PROFITABLE E-COMMERCE  
**DELAWARE & MANIET** - OLIVIER CUVELIER & JÉRÉMY ROBIN

 OMNICHANNEL MEDIA PLAN FOR CUSTOMER EXPERIENCE  
**DECATHLON** - ESTELLE BOUVIER

15.05  THE AGE OF MODERN CUSTOMER CONVERSATIONS THROUGH GENERATIVE AI  
**CM.COM** - MAX GOUDSMET

 REVOLUTIONIZING CUSTOMER CARE WITH GENERATIVE AI  
**SNCB** - JEFFREY DE MEULEMEESTER & VANESSA STICHELMANS

15.30 NETWORKING BREAK

16.00  SUPPORTING BRANDS WITH TAILORED SOLUTIONS  
**VEEPEE** - VICTOR MAES

16.25 CLOSING KEYNOTE - GUEST SPEAKER

16.50 CLOSING DRINK