



1 JULY 2021 | BRUSSELS  
PROGRAM OF THE DAY

#SocialMediaSummit2021

12.15

WELCOME COFFEE

12.45



**HUMAIN.AI**

Tom Husson

INTRODUCTION OF THE DAY

13.00



**BURGER KING**

Vic Dresen

HOW TO ENGAGE WITH YOUR FANS DURING COVID

13.30



**LINKEDIN**

Valerie Heyse

THE KEY PRINCIPLES OF MARKETING GROWTH ON LINKEDIN

13.55

NETWORKING BREAK

14.10



**MSF BELGIUM**

Thibaut Dujardin

THE POWER OF GAMING TO CHANGE THE WORLD

14.40



**TIKTOK**

Paulo Lopes Escudeiro

TIKTOK KNOWLEDGE SESSION

15.10



**OONA**

Amellie Waterschoot

GOLD MIXX AWARD 2020  
LAUNCH KRUIDVAT MAKE-UP

**WUNDERMAN THOMPSON**

Arjen Tarras

GOLD MIXX AWARD 2020  
CAMPAIGN: TELENET GO & .COMDOM

15.35

NETWORKING BREAK

15.45



**IPG DYNAMIC**

Danny Devriendt

X MARKS THE SPOT

16.15



PANEL - A CONVERSATION WITH INFLUENCERS

16.45

CLOSING COCKTAIL

Silversquare

POWERED BY

